

# Entire course integrated marketing strategies assignment

[Business](#), [Marketing](#)



Value of Integrated Marketing Paper Write a 700- to 1, 050-word paper in which you describe the purpose and value of integrated marketing. In your paper, investigate a company and determine if the company has an integrated marketing campaign for a product or service they sell. Address the following in your paper: If the company has an integrated marketing plan, what value does the plan add?

If the company doesn't have an integrated marketing plan, how might the company benefit from having an integrated marketing plan? Format your paper using PAP 6 standards. Week 2 Marketing Analysis Paper Write a 1, 400- to 1, 700-word paper in which you identify the different types of analysis used by marketers to determine product positioning, competitive positioning, customer perceptions, and distribution-channel analysis. Compare the strengths and weaknesses of each method and assess the different types of marketing analysis required to develop a marketing strategy. Formulator paper consistent with PAP guidelines.

Week 3 Individual Assignment: Target Market Paper 0 Select the product or service from the Integrated Marketing Discussion in Week Two. Write a 1, 050- to 1, 400-word paper in which you research the current customer base, buyer behavior, demographics, chirography's, lifestyle, geographic area, benefit segmentation, and user segmentation for the product or service. Identify the ideal target market for your Learning Team's selected product or service. In your paper, include the following: Provide a specific description of the target market, which should be measurable, accessible, sustainable, differentiable, and actionable. Include the total marketing budget. This is

when the cost of acquisition is not greater than 10% of the product retail price or one month of an annual service. O Estimate the size of the market and estimated penetration percentage. O Provide Justification for your answers. Post your paper to the assignments link as a Microsoft Word document by Sunday of Wok 3 Week 4 Individual Assignment: Alternative Marketing Options Paper Select the reduce or service from the Integrated Marketing Discussion in Week Two.

Write a 700- to 1,050-word paper in which you rank a minimum of five marketing options under the categories of advertising, personal selling, public relations, and promotions. Include the following in your paper:

- Evaluate the strengths and weaknesses of each communication venue and justify your choices based on the target market and the competition. ;
- Determine marketing tactics necessary to achieve the desired goal of branding, positioning statement, and nominative advantage for the product or service.