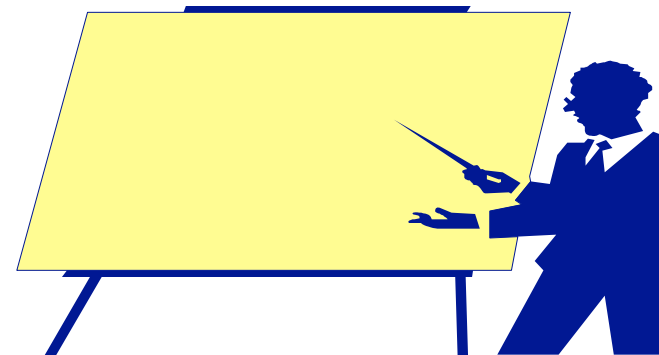
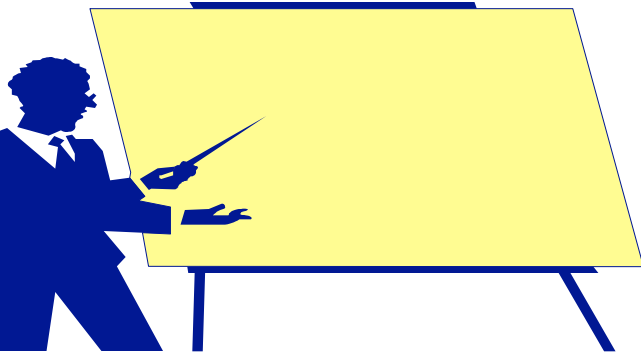


# Presentation Guidelines for Marketing Strategies

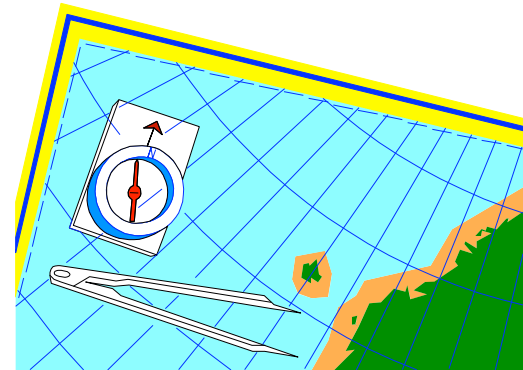


by  
Raymond P. Fisk  
Texas State University - San Marcos

# Presentation Guidelines

## Outline

- Introduction
- Structure
- Content
- Style
- Process
- Conclusion



# Introduction

## Key Grading Criteria

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### 1. Structure

a. Marketing Strategy Structure

- PI → SA → Alt. → R&I

b. Logical Structure

### 2. Content

a. Marketing Content

b. Research Based Content

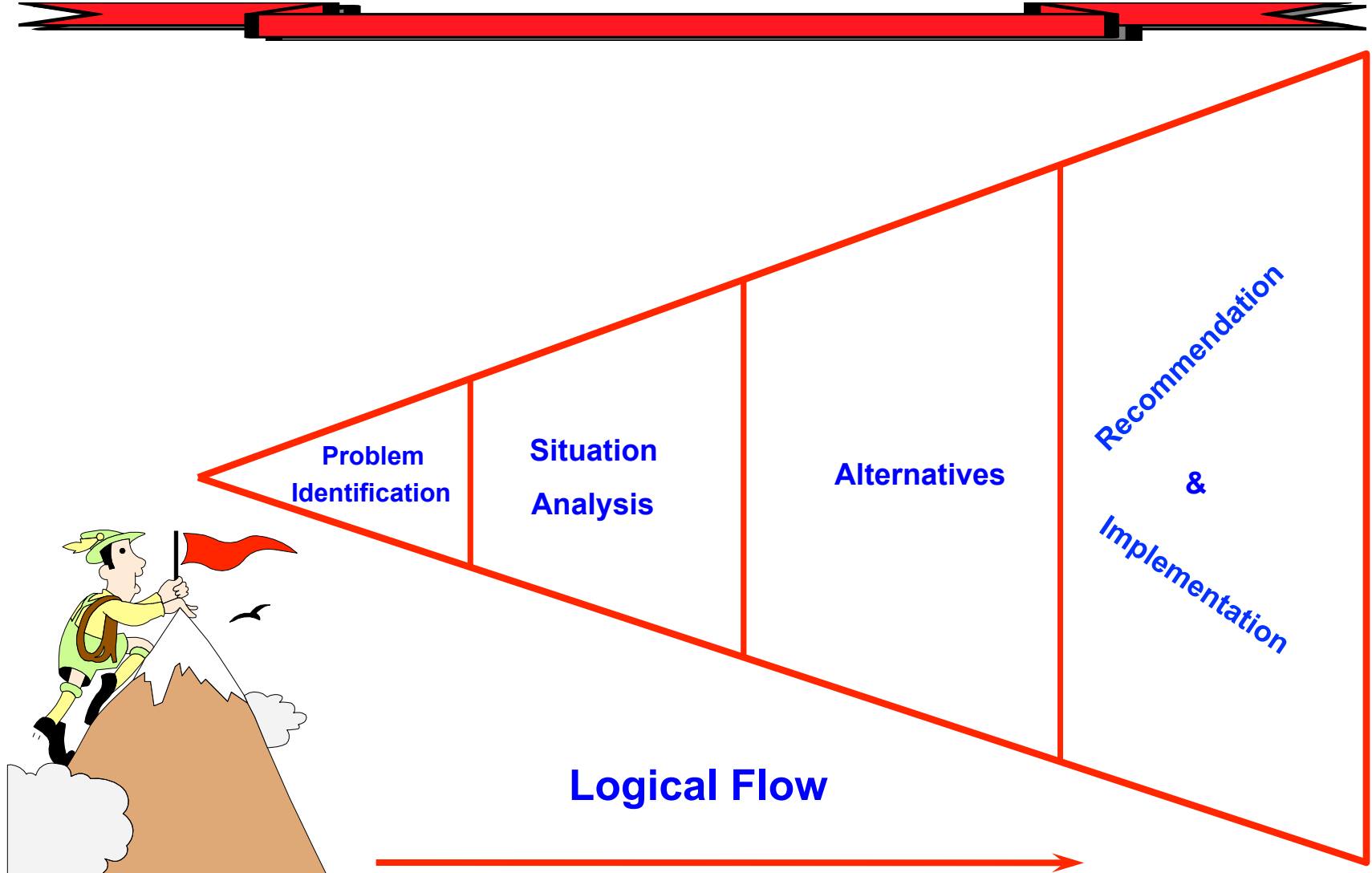
### 3. Style

a. Professional Style

b. Persuasive Style



# Marketing Strategy Presentation



# Structure

## 1. Introduction

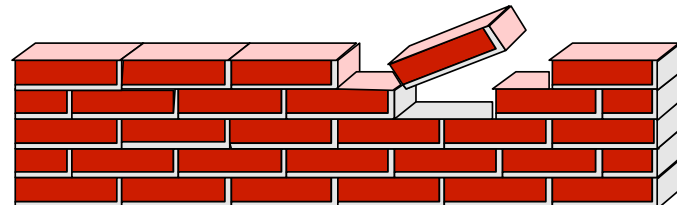
- Introduce Your Team
- Present an Outline
- Introduce Your Strategy

## 2. Problem Identification

- The problem determines every other part of your solution.

## 3. Situation Analysis

- Use the SWOT format
- Explain each point and why
- The Situation Analysis should reinforce the Problem Identification.



# Structure (Continued)

## 4. Alternatives

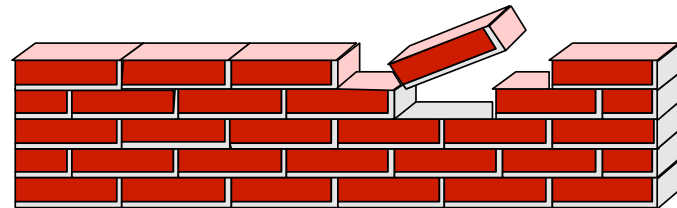
- Overview Your Alternatives Quickly
- Explain at Least 3 Carefully Developed Alternatives
- Discuss Their Advantages and Disadvantages

## 5. Recommendation & Implementation

- State the Recommendation
- Identify the Criteria Used to Select It
- Provide a Detailed Implementation
  - Timetable
  - Budget

## 6. Conclusion

- Recap Your Marketing Strategy
- Sell Your Solution



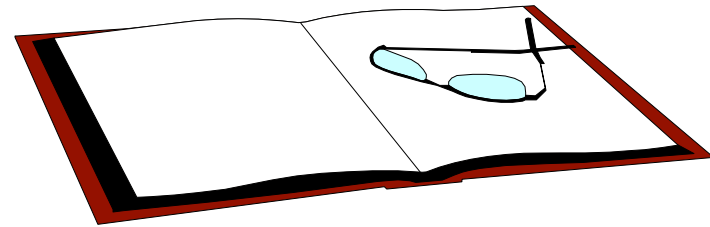
# Content

- **Marketing Content**

- Make sure you are using the best available marketing knowledge.
- Use marketing terminology effectively during the presentation.

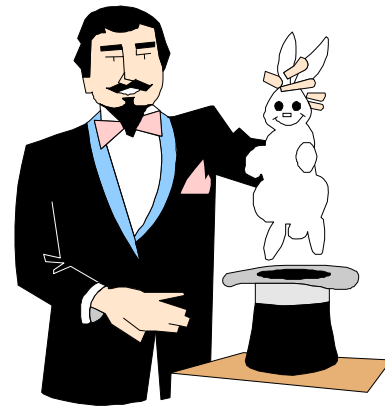
- **Research Based Content**

- Make effective use of your research during the presentation.
- Research is often a major competitive edge during presentations.



# Style

- **Professional Style**
  - Professional Behavior
  - Professional Dress
- **Persuasive Style**
  - Your goal is to convince everyone in the room that your analysis is flawless.





# Process



- **Time**

- You should bring us a 30 to 40 minute presentation.

- **Preparation**

- Prepare Very Carefully

- Rehearse Very Carefully

- Everyone On the Team Must Speak

- You May Use Notes, But Do Not Read to Us

- Maintain Eye Contact

- **Creativity**

- The best creativity is great marketing analysis!

- Never let style get ahead of substance.

- Your presentation should be good and look good.

# Conclusion

- Always Remember - You are being evaluated on three criteria:
  - Structure
  - Content
  - Style
- Be Yourselfes!
- Enjoy Yourselfes!
- Give Your Best Effort!
  - I think, I can!

