

Instructional Scenario

Developing a Marketing Plan



Course/Duty Area: Agricultural Business Operations II/Marketing Agricultural Products or Services

Scenario:

You have recently been hired by a local ice cream shop that needs assistance marketing their products and their store. They want you to create a marketing plan for the business including a budget, business logo, website, social media posts, and advertising campaigns to attract customers and boost sales.

Big Question: Why is a marketing plan important to a local business?

Focused Questions:

- Who are the potential customers or the target market for the ice cream shop?
- What items should be included in the budget?
- What are the strategies and actions needed for developing the marketing plan?
- What considerations should be taken when determining the information included in the marketing plan?
- What is the situational analysis for the local ice cream shop?

Project-Based Assessment:

Create a marketing plan for the local ice cream shop including a mission statement, a situational analysis, at least three objectives, an outline including deadlines, and a detailed budget.

Teacher Resource: [Virginia FFA Marketing Plan Handbook](#)

Scenario submitted by Mindy McCroskey, Washington County Public Schools