

**Student Name:**

**Student Number:**

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**Module Title: Sales & Digital Marketing**

**Course: BSc Design, Technology & Innovation**

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# Executive summary

This is a summary outlining the main points from your marketing plan. Include only high-level actions here.

# Market analysis of the current situation

You should include main headings that are clearly named and descriptive.

## Sub-heading

The number of subheadings you have in any section may vary.

# SWOT analysis – identification of market opportunities

You should include main headings that are clearly named and descriptive.

## Sub-heading

The number of subheadings you have in any section may vary.

# Marketing objectives

You should include main headings that are clearly named and descriptive.

## Sub-heading

The number of subheadings you have in any section may vary.

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# Marketing strategies to be adopted to achieve objectives

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## Sub-heading

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# Marketing budget – allocation

You should include main headings that are clearly named and descriptive.

## Sub-heading

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# Action programmes to implement the plan

You should include main headings that are clearly named and descriptive.

## Sub-heading

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## Sub-heading

Use different levels of subheadings as required.

# Organisation and implementation

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## Sub-heading

The number of subheadings you have in any section may vary.

## Sub-heading

Use different levels of subheadings as required.

# Monitoring and control

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## Sub-heading

The number of subheadings you have in any section may vary.

## Sub-heading

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# References

**There are no sources in the current document.**