**Blank Marketing Action Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Marketing Action Plan** | | | | |
| **What To DO** | **Who?** | **What Other resources are needed ?** | **When?** | **High / Medium / Low Priority** |
|  |  |  |  |  |

Note: Your Marketing Action Plan should include the following components: a pricing strategy, advertising, electronic marketing, relationship marketing and public relations or media strategy