



CLC & Capstone

In this assignment, you will create your own (simplified) personal marketing plan. Similar to your resume, your personal marketing plan should be flexible, and adapted as your goals and skills change over time.

Use the following sections for guidance in writing your own personal marketing plan:

Forming a personal marketing plan can be an onerous task that could take a great deal of time and intricate detail to finish, however for our purposes, a summary of each section will satisfy the outcomes for this assignment. The format of this assignment is up to you - think about the best way to communicate what you really want, and what your plan is to get it!

Lastly, the most important thing is to share your assignment with a few trusted people; like a resume, it will help you develop your plan to be the best reflection of you!

What is your unique value proposition?

As you may recall, a value proposition includes the unique differences that make a product or service special. Essentially, it's why customers should buy one product over another.

Similarly, your personal marketing plan should outline what makes you different from other students or employees. To define your unique value proposition, some helpful questions are:

- What are my talents, interests, skills and values?
- What knowledge and abilities do I have?
- What are my proudest accomplishments?
- What makes me stand out, or different than my peers?

What is your marketing objective?

You must identify your goals in order to achieve them. Where you want to be in six months? In a year? In five years? What exactly do you want to achieve?

When marketing yourself in your personal business plan, your focus may be to:

- showcase your skills or learn new ones in preparation for future opportunities
- become acquainted with more people in your community
- build your reputation as a great student, volunteer or employee
- be viewed by teachers or administration in your school, or by a supervisor for different opportunities

As a student, your marketing objectives are likely to be focused around networking, creating relationships for post secondary education, or finding job openings and getting interviews.

What is your performance measure?

How will you know you have accomplished, or are moving towards your goal(s)? What indicators will you see? It's helpful when your goals are measurable, realistic, and have deadlines.

Have you gathered, analyzed, and interpreted information about your situation?

Good questions to ask about your situation are:

- Have I assessed my strengths and weaknesses? How do I compare against my peers?
- Have I thought about external opportunities that could affect my career positively, or external threats that could affect my career negatively? Although these strengths and weaknesses are outside of my control, it's important to consider them in my career life decisions.

What are my target markets?

- Who needs to know you, your capabilities, and your personal and professional goals? Your target market might include hiring managers, post secondary admissions officers, teachers or staff at your school, or someone in your community.

Have you developed your marketing strategy and activities to reach your target market?

What are you currently doing to reach those in your target market? Some things that you may want to consider are:

- any volunteer or extra-curricular work you do
- team oriented and leadership activities, such as sports or group work at school
- any activities you take part of inside or outside of school
- any networking activities you have taken part in
- ensuring your resume, LinkedIn profile, and social media to accurately reflect who you are and what you can do

What are your implementation strategies?




- What will you do and when in order to implement your plan? What resources will you need? What might be obstacles to overcome?

Forming a personal marketing plan can be an onerous task that could take a great deal of time and intricate detail to finish, however for our purposes, a summary of each section will satisfy the outcomes for this assignment. The format of this assignment is

up to you - think about the best way to communicate what you really want, and what your plan is to get it!

Lastly, the most important thing is to share your assignment with a few trusted people; like a resume, it will help you develop your plan to be the best reflection of you!

Assessment

Personal Marketing Plan Rubric					  
Criteria	Ratings				Pts
Unique Value Proposition	4.0 pts 100% Student has identified their unique value proposition, using the following guiding questions: What are my talents, interests, skills and values? What knowledge and abilities do I have? What are my proudest accomplishments? What makes me stand out, or different than my peers?	3.0 pts 75% Student has partially identified their unique value proposition, using the following guiding questions: What are my talents, interests, skills and values? What knowledge and abilities do I have? What are my proudest accomplishments? What makes me stand out, or different than my peers?	2.0 pts 50% Student has started to identified their unique value proposition, using the following guiding questions: What are my talents, interests, skills and values? What knowledge and abilities do I have? What are my proudest accomplishments? What makes me stand out, or different than my peers?	1.0 pts 25% This portion of the assignment is incomplete.	4.0 pts
Marketing Objective	4.0 pts 100% Student has clearly identified their goals in order to achieve them. Student has answered the following: Where do you want to be in six months? In a year? In five years? What exactly do you want to achieve?	3.0 pts 75% Student has identified their goals in order to achieve them. Student has answered the following: Where do you want to be in six months? In a year? In five years? What exactly do you want to achieve?	2.0 pts 50% Student has partially identified their goals. Student has partially answered the following: Where do you want to be in six months? In a year? In five years? What exactly do you want to achieve?	1.0 pts 25% This portion of the assignment is incomplete.	4.0 pts

(continued on next page)

Performance Measure	<p>4.0 pts 100%</p> <p>Student has fully answered the questions around target markets: How will you know you have accomplished, or are moving towards your goal(s)? What indicators will you see? It's helpful when your goals are measurable, realistic, and have deadlines.</p>	<p>3.0 pts 75%</p> <p>Student has mostly answered the questions around target markets: How will you know you have accomplished, or are moving towards your goal(s)? What indicators will you see? It's helpful when your goals are measurable, realistic, and have deadlines.</p>	<p>2.0 pts 50%</p> <p>Student has partially answered the questions around target markets: How will you know you have accomplished, or are moving towards your goal(s)? What indicators will you see? It's helpful when your goals are measurable, realistic, and have deadlines.</p>	<p>1.0 pts 25%</p> <p>This portion of the assignment is incomplete.</p>	4.0 pts
Target Markets	<p>4.0 pts 100%</p> <p>Student has fully answered the questions around target markets: Who needs to know you, your capabilities, and your personal and professional goals? Your target market might include hiring managers, post secondary admissions officers, teachers or staff at your school, or someone in your community.</p>	<p>3.0 pts 75%</p> <p>Student has mostly answered the questions around target markets: Who needs to know you, your capabilities, and your personal and professional goals? Your target market might include hiring managers, post secondary admissions officers, teachers or staff at your school, or someone in your community.</p>	<p>2.0 pts 50%</p> <p>Student has partially answered the questions around target markets: Who needs to know you, your capabilities, and your personal and professional goals? Your target market might include hiring managers, post secondary admissions officers, teachers or staff at your school, or someone in your community.</p>	<p>1.0 pts 25%</p> <p>This portion of the assignment is incomplete.</p>	4.0 pts
Implementation Strategies	<p>4.0 pts 100%</p> <p>Student has fully answered the following questions: What will you do and when in order to implement your plan? What resources will you need? What might be obstacles to overcome?</p>	<p>3.0 pts 75%</p> <p>Student has mostly answered the following questions: What will you do and when in order to implement your plan? What resources will you need? What might be obstacles to overcome?</p>	<p>2.0 pts 50%</p> <p>Student has partially answered the following questions: What will you do and when in order to implement your plan? What resources will you need? What might be obstacles to overcome?</p>	<p>1.0 pts 25%</p> <p>This portion of the assignment is incomplete.</p>	4.0 pts