

**The Marketing Plan**  
**Session 4**  
Date: \_\_\_\_\_  
Assignment Due: \_\_\_\_\_

## Class Opener

## Session 3 Homework and Worksheet Review

## Instructor Topics and Worksheet Time

1. Introduction to the Marketing Plan
2. The NxLevel® Marketing Plan
3. Creating Sales Forecasts

## Break

## Instructor Topics and Worksheet Time—continued

4. Industry Research



## Guest Speaker



## Assignment for Session 5:

**WORKSHEETS** Read and complete Session 4 worksheets.

**WRITE** First, complete all of the Session 4 worksheets. Then, using the *Writing Your Business Plan* page at the end of the Session 4 worksheets, write **Section III. Business Concept, Part C. Industry Information**. Follow the instructions on the *Writing Your Business Plan* page.

**TEXT** Read all of the material in **Session 5: Government Regulations**.