Unit 7

**Activity 7-6 Action Plan**

**Directions:** You have now completed all of the information needed for the action plan portion of your promotional plan.

1. Synthesize the information you have gathered in the previous unit activities and create an action plan. Use as many additional lines as needed to reflect a complete promotional plan for your marketing plan. Place this document in the Appendices.

**Action Plan**

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| **Promotion** | **Tactic/Activity** | **Who** | **Dates** | **Budget** | **Metrics** |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity7-6.docx (i.e., JohnSmith\_UnitActivity7-6.docx).