|  |  |
| --- | --- |
| [INSERT LOGO HERE] | **Marketing Action Plan (MAP)**  **For [FY 2012-2013]** |

Prepared by:

Date Prepared:

|  |
| --- |
| **Description of Marketing Action Plan:** |

|  |  |
| --- | --- |
| **Goals Supported by this plan:** |  |

|  |  |
| --- | --- |
| **Target Audiences:** |  |

|  |  |
| --- | --- |
| **Step-by-Step Action Plan:** |  |

|  |  |
| --- | --- |
| **Timeline:** | Begin Date:  End Date: |

|  |  |
| --- | --- |
| **Budget:** | $  $  $  $  $ |

|  |
| --- |
| **MAP assigned to:** |
| **Evaluation Mechanisms:** |
| **When to evaluate:** |
| **Who evaluates:** |
| **Report results to:** |