

CAREER PLANNING OUTLINE

	Marketing Plan	Marketing Plan	Career Plan
1	Executive Summary		Qualifications/Goals/Elevator Pitch
2	Situation Analysis I		Self-Assessment
2.1	Marketing Mix 3.6.1 3.6.2 3.6.3	Product Pricing Promotion	Personal "4 - P's" Self-Branding Market Value Resume/Interview/Social Networking
2.2	Define Your Skillset		Skillset/Competencies/Experience/Employer Benefits
2.3	SWOT Analysis 2.3.1. 2.3.2. 2.3.3. 2.3.4.	Strengths Weaknesses Opportunities Threats	Achievements/Training/Certifications Gap Analysis Growth and Learning Challenges/Self-Improvement Inaction/Satisficing/Wasted Energy/Lack of Direction
3	Communications Plan		Communications Strategy
3.1	Marketing Message 3.1.1 3.1.2 3.1.3	Gain attention Anticipation Features/Benefits	Elevator Speech Preparing for the Interview Positioning Statement
4	Situation Analysis II		Marketing Strategy
4.1	Market Summary 4.1.1. 4.1.2 4.1.3 4.1.4 4.1.5	Market Demographics Market Needs Market Trends Market Growth Marketing Research	Target Market Characteristics Results/Leadership/Innovation/Experience/Growth Cross Functionality/Speed/Multi-tasking/Responsibility Blue Ocean or Red Ocean? Target Markets/Companies
4.2	Promotional Tools 4.2.1 4.2.2. 4.2.3	Traditional media Electronic media Social Media	Direct Marketing Websites Video resumes,etc
5	Sales Plan		Sales Strategy
5.1	Sales Strategy		Target Resume and Cover Letters
5.2	Sales Process		Interviewing Process
6	Controls		Accountability for Goals and Targets
6.1	Implementation Milestones		Activities Schedule - Weekly Planner Evaluation of Marketing Planning and Campaign
6.2	Contingency Planning		Alternate Careers/Career Transition