



Final Marketing Plan Paper

The team was required to compile the last four weeks of assignments in which the team discussed the different aspects of marketing a new product. In this final phase of the five week long assignment, the team was to combine their Strategy and Positioning and Product, Pricing, and Channels papers along with their promotional strategy for the new running shoe into a single Marketing Plan.

In addition to the compilation of the previous papers, the team discussed advertising of the product, public relations, the digital marketing arena, sales promotion of the medically prescribed running shoe, direct marketing, outdoor, and event marketing, as well as an initial budget for the marketing plan, a discussion of possible effects selling may have on the team's offering, measures taken to insure successful launching of the product, and finally, any ethical issues that might be of concern in regards to the marketing of the new product.

Compilation of Phases I, II, & III Founded by two men, the company was established on January 25, 1964, as Blue Ribbon Sports, by Phil Knight and Bill Bowerman. The company officially became Nike, Inc.

On May 30, 1971. The company takes its name from Nike the Greek goddess of victory. Nike markets products under brands such as Nike Pro, Nike Golf, Air Force 1, Nike Dunk, Air Jordan, Nike Skateboarding, and companies including Converse, Brand Jordan, and Hurley International.

Also, Nike manufactures sportswear and equipment, and the company operates retail stores under the Nike town name. The Nike Corporation is introducing a new product geared toward individuals with orthopedic issues.

This new shoe will be branded the "Nike Adjust" and will be available only through your doctor and customized for your individual foot issues. Individuals will receive a prescription for their shoes at their doctor's office and then their specific shoes can be ordered from participating shoe stores.

This paper will discuss the marketing plan for this product including explanation of the product, advertising, public relations, the marketing strategies, and professional selling effects to offer, initial budget plan, methods to success, and the ethical issues in this plan that may arise in the future. The Nike Adjust is a self-adjusting shoe with sensors in the bottom that can be adjusted.

The adjustm

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web dec 28 2022 three maternal intensive care unit admissions were noted but no maternal deaths one neonatal death and one intrauterine death were also reported

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web feb 6 2020 in the united states the vast majority 98 4 of women give birth in hospitals with 0 99 percent giving birth at home and 0 52 percent giving birth in freestanding birth centers macdorman and declercq 2019 see chapter 1

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web ageing and health unit we organize our work according to the 5 strategic priority areas identified in the global strategy and action plan on ageing and health 2016 2020 the who ageing and health unit part of the department of maternal newborn child and adolescent health and ageing in collaboration with the frailty

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