**MARKETING/PROMOTION OBJECTIVE WORKSHEET**

|  |  |  |
| --- | --- | --- |
| **Global Marketing Objective** |  | **[ ]  Value** **[ ]  Relationships** **[ ]  Products** **[ ]  Services** |
| **Customer/Internal User/Supplier Name or Department** |  |  |
| **What are the customer’s needs** |  |  |
| **Marketing Plan Objective** |  |  |
| **Target Audience** |  | **[ ]  Elected Officials [ ]  Taxpayers****[ ]  Internal Customers [ ]  Suppliers** |
| **Marketing or value message** |  |  |
| **Marketing Goals** |  |  |
| **Marketing Medium(s)** |  |  |
| **Marketing Plan Timetable** |  |  |
| **Marketing Plan Measurement and Evaluation** |  |  |

**The Marketing/Promotion Objective Worksheet can be downloaded from the NIGP Resources Library or from** [**www.procurepath.net**](http://www.procurepath.net)