

**Summary Report for Individual Task  
805B-79T-4203  
Construct a Target Market Plan  
Status: Approved**

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You are directed to develop an effective marketing plan throughout the recruiting year that will lead to accessions into the ARNG. You have access to all required references and material items. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Construct a Target Market Plan by compiling data for market analysis, formulating collected data, developing an annual plan, scheduling activities, loading events into Recruiter Zone, reevaluating and adjusting as needed.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

<b>Task Statements</b>
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**Cue:** None

<b>DANGER</b>
None

<b>WARNING</b>
None

<b>CAUTION</b>
None

**Remarks:**

**Notes:** None

## Performance Steps

### 1. Compile data for market analysis.

a. Gather demographic data from the Recruiter Workstation (RWS).  
( NOTE: "Demographic data" should include, as a minimum, the individual's age, sex, address, and educational level using Recruiter, School, and Leader Zone).

(1) Demographic data of most recent accessions.

(2) Demographic data of most recent testers.

(3) Data from most recent SASVAB tests.

b. Request data from the Area NCOIC.

(1) Request market share data for the assigned area for the past year(NPS and PS "Accessions Demographics Report").

(2) Demographic data on recent Qualified, Not Enlisted (QNE) applicants for the assigned area.

(3) Demographic data on all testers, regardless of AFQT score, for the past six months.

(4) Pertinent data as the NCOIC deems appropriate.

c. Request data from State Marketing NCO.

(1) Request State Marketing Plan.

(2) (Request any marketing plans that focus on assigned area.

(3) Review State plans for pertinent data.

d. Gather data from U.S. Census Bureau <http://www.census.gov/> and U.S. Labor Department <http://www.bls.gov/> for assigned area.

(1) Total population of assigned area.

(2) Population by age breakdown.

(3) Data on household income.

(4) Data on educational level.

(5) Data or maps on population density.

(6) Labor and unemployment statistics.

(7) Any other area specific pertinent data.

e. Gather data from assigned schools NOTE: This data is available from several sources (e.g. State Education Dept., District Office, but each assigned school will have the most accurate data).

(1) Determine location and attendance of all assigned schools including vo-techs, business schools, and adult learning centers.

(2) Prioritize each school utilizing the following matrix:

(a) Priority I - Highly productive.

(b) Priority II- Large or Potentially Productive.

(c) Priority III- Small and Productive.

(d) Priority IV- Unproductive.

(3) Determine location; size, and service affiliation of JROTC programs in assigned area.

(4) Total number of seniors (with breakdown by sex if possible).

(5) Total number of juniors (with breakdown by sex if possible).

(6) Average ACT scores.

(7) Determine which schools conduct annual ASVAB testing.

(8) Season schedules of every sport.

(9) Calendar of events for entire school year

(10) Obtain list of VA benefit recipients from VA representative at all assigned post-secondary schools (colleges, vo-techs).

(11) Other pertinent educational data

f. Gather data from local National Guard units and DPRO.

(1) Determine location(s) on map of units within or near assigned area (approx. 50 mile radius).

(2) Obtain mission (i.e. Infantry, Engineer, etc.) and list of MOSs available in each unit.

(3) Obtain authorized strength/actual strength of each unit.

(4) Obtain demographic data on unit members (at least address, age, sex, and education level).

(5) Any other pertinent information (i.e. critical need MOSs).

g. Gather information about other Military Services in local area.

(1) Determine location of other service reserve centers.

(2) Obtain information on type(s) of units and available MOSs.

(3) Gather information on nearby military bases.

(a) Determine branch of service of base(s).

(b) Determine primary mission of base(s) (i.e. Training base or Permanent Party base).

(4) Research number and frequency of out-processing done by that base.

(5) Identify other service recruiting stations.

(a) Number of recruiters for each station.

(b) Location of recruiting stations.

h. Gather data from local sources.

(1) Obtain calendar of events from local municipalities (e.g. Town Hall, Chamber of Commerce, County Office).

(2) Gather data from a business association such as the chamber of commerce on local major industries and businesses.

(3) Search local papers and weekly periodicals for upcoming events and local "hotspots".

2. Formulate data into a Market Analysis Report.

(This market analysis should be in a simple, easy to read format that describes the assigned area demographically).

a. Request guidance from NCOIC.

b. Request guidance from State Marketing NCO.

c. Print map of assigned area pinpointing the recruiting office, assigned schools, National Guard units, Reserve units, significant points of attention such as malls, ballparks, and gathering places of target market. Produce overlays for map of different aspects of the demographic data.

d. Print a Market Analysis. Simplicity is the key to success on this point. The RRNCO should design and format the report in a manner that makes it easy for him/her to stay focused on the Target Market. Try to keep it to just a few pages. Charts and graphs help the eye and the mind take in the information. It is your market so be creative with the report.

e. Identify a Target Market by description.

(1) For example: "The Target Market for this area is 18-22 year old males with some college; working entry level positions; who have their own transportation; are physically fit; live and/or work north of Highway 304 and East of Highway 55".

(2) Identify secondary markets based on the Market analysis and write a description of each secondary market.

f. Post the Target Market Analysis in a conspicuous place in the recruiting office to keep the RRNCO focused on the target market.

g. Compare current marketing data with accession data from past 12 months to determine focus on efforts within future marketing plan.

3. Develop an annual plan to reach the target market.

a. Request guidance from Leadership.

- b. Consult nearby RRNCO's for suggestions for success.
  - c. Apply Time Management principles.
  - d. Plan a Recruiting and Retention Display.
  - e. Apply Prospecting tactics learned.
4. Schedule activities to reach Target Market.
    - a. Schedule annual recruiting events.
    - b. Schedule quarterly recruiting events.
    - c. Schedule monthly recruiting events.
    - d. Schedule one-time recruiting events.
  5. Load scheduled recruiting events into Recruiter Zone (RZ).
  6. Reevaluate and adjust Marketing Plan.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods:a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section.b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, IAW the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Compiled data for market analysis.			
2. Formulated data into a Market Analysis Report.			
3. Developed an annual plan to reach the target market.			
4. Scheduled activities to reach Target Market.			
5. Loaded scheduled recruiting events into Recruiter Zone.			
6. Reevaluated and adjusted Plan as needed.			

**Supporting Reference(s):**

Step Number	Reference ID	Reference Name	Required	Primary
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :**

Task Number	Title	Proponent	Status
805B-79T-6108	Employ Target Marketing Plan	805B - Recruiting and Retention, Ft. Jackson (Individual)	Analysis Completed
805B-79T-3215	Employ a Target Marketing Plan	805B - Recruiting and Retention, Ft. Jackson (Individual)	Approved

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T ARNG Recruiting and Retention-SL4	Enlisted	MOS: 79T, Skill Level: SL4, ASI: V7, Duty Pos: REA, SQI: 4