Marketing Plan Template

**Student:**

**Advisor/Mentor:**

**Program:**

**Academic Progress including Courses**

(e.g. Timing of required and cognate classes; elective choices)

Annual Goals:

Long Term Plans:

**Research Planning**

(e.g. specific aims, qualifying examinations, preliminary exams)

Annual Goals:

Long Term Plans:

**Conference/Publications Planning**

(e.g. timing of first publication; first conference presentation; number of publications)

Annual Goals:

Long Term Plans:

**Career and Professional Network Planning**

Annual Goals:

Long Term Plans:

**Additional Academic Program Requirements**

(e.g. teaching requirements, certificates)

Annual Goals:

Long Term Plans:

**Fellowship Application and Other Funding Planning**

(e.g. applications for NSF fellowships; Rackham predoctoral fellowships, etc.)

Annual Goals:

Long Term Plans:

**Dissertation Progress Planning**

(e.g. submission of chapters, timing of advisor review, etc.)

Annual Goals:

Long Term Plans:

Academic Milestones

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Additional |
|  | F | W | S/S | F | W | S/S | F | W | S/S |  |  | Years |
| Milestones: |  |  |  |  |  |  |  |  |  |  |  |  |
| *Qualifying Exam* |  |  |  |  |  |  |  |  |  |  |  |  |
| *Preliminary Exam* |  |  |  |  |  |  |  |  |  |  |  |  |
| *Candidate Exam* |  |  |  |  |  |  |  |  |  |  |  |  |
| *Dissert. Comm. Mtg.* |  |  |  |  |  |  |  |  |  |  |  |  |
| *Dissertation Defense* |  |  |  |  |  |  |  |  |  |  |  |  |
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|  *Other Milestones:* |  |  |  |  |  |  |  |  |  |  |  |  |
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Place an X in terms to designate timing for listed milestones. F=Fall, W=Winter, S/S = Spring/Summer.

*Please add other milestones important to the student’s academic development.*