

Marketing Planning Process

STEP ONE Mission

- 1 Mission Statement
- 2 Corporate Objectives

STEP TWO Situation Analysis

- 3 Identify Opportunities
- 4 5C Analysis
(Company, Customers, Competitors, Collaborators, Climate)
- 5 SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)
- 6 PEST Analysis
(Political, Economic, Social, Technical)

STEP THREE Marketing Strategy

- 7 Define Your Target Audience
- 8 Set Measurable Goals
- 9 Develop Budget

STEP FOUR Marketing Mix

- 10 Product Development
- 11 Pricing
- 12 Promotion
- 13 Place and Distribution

STEP FIVE Implementation and Control

- 14 Put Plan into Action
- 15 Monitor results



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Marketing Planning and Management Alexander Chernev, A company s future hinges on its ability to develop successful market offerings that create superior value for target customers the company and its collaborators Market success is rarely an accident it is typically a result of diligent market analysis planning and management To succeed in the market a company must have a viable business model and an action plan to make this model a reality The key aspects of the process of marketing planning and management and the G STIC framework for developing an action plan are the focus of this note The discussion of marketing planning and management is complemented by an in depth overview of three additional topics developing a marketing plan conducting a marketing audit and the key project management frameworks This note is an excerpt Chapter 3 from Strategic Marketing Management Theory and Practice by Alexander Chernev Cerebellum Press 2019

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Strategic Marketing: Planning and Control Graeme Drummond,John Ensor,Ruth Ashford,2007-06-01 Strategic Marketing planning and control covers contemporary issues by exploring current developments in marketing theory and practice including the concept of a market led orientation and a resource asset based approach to internal analysis and planning The text provides a synthesis of key strategic marketing concepts in a concise and comprehensive way and is tightly written to accommodate the reading time pressures on students The material is highly exam focused and has been class tested and refined Completely revised and updated the second edition of Strategic Marketing planning and control includes chapters on competitive intelligence strategy formulation and strategic implementation The final chapter featuring mini case studies has been thoroughly revised with new and up to date case material

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