

# 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



# Strategic Marketing Planning And Control

**Graeme Drummond, John Ensor, Ruth  
Ashford**



## **Strategic Marketing Planning And Control:**

Strategic Marketing Graeme Drummond, John Ensor, Ruth Ashford, 2008 This text cuts through the complexity and jargon surrounding the subject and provides readers with a clear and concise guide to the tools techniques and knowledge necessary to facilitate strategic marketing decisions

**Strategic Marketing** Graeme Drummond, John Ensor, 1999 Strategic Marketing Planning and Control is the new core text for the Planning and Control syllabus of the CIM postgraduate diploma Equally applicable for industry practitioners this book cuts through the complexity and jargon surrounding the subject to provide readers with a clear concise guide to the tools techniques and knowledge necessary to facilitate strategic marketing decisions analysis formulation and implementation The text also 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 Strategic Marketing planning and control provides a synthesis of key strategic marketing concepts is a concise and comprehensive text which is tightly written to accommodate the reading time pressures on students is highly exam focused with all material presented having been class tested and refined Written by the Senior Examiner for the CIM Strategic Planning and Control Diploma Module Highly exam focused Provides a synthesis of key strategic marketing concepts and recognises the growing importance of implementation in the overall marketing process

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**Strategic Marketing Management** Helen Meek, Richard Meek, 2003

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mix for each product The accent on integrated marketing continues in the final section where differentiated marketing is presented as an integrative framework and where the systematic control of marketing operations is described This book is for students who will one day be managers its emphasis is therefore on what is possible in marketing management and the most effective means by which marketing objectives can be attained

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## **Table of Contents Strategic Marketing Planning And Control**

1. Understanding the eBook Strategic Marketing Planning And Control
  - The Rise of Digital Reading Strategic Marketing Planning And Control
  - Advantages of eBooks Over Traditional Books
2. Identifying Strategic Marketing Planning And Control
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Strategic Marketing Planning And Control
  - User-Friendly Interface
4. Exploring eBook Recommendations from Strategic Marketing Planning And Control
  - Personalized Recommendations
  - Strategic Marketing Planning And Control User Reviews and Ratings
  - Strategic Marketing Planning And Control and Bestseller Lists
5. Accessing Strategic Marketing Planning And Control Free and Paid eBooks
  - Strategic Marketing Planning And Control Public Domain eBooks
  - Strategic Marketing Planning And Control eBook Subscription Services
  - Strategic Marketing Planning And Control Budget-Friendly Options
6. Navigating Strategic Marketing Planning And Control eBook Formats



- ePub, PDF, MOBI, and More
- Strategic Marketing Planning And Control Compatibility with Devices
- Strategic Marketing Planning And Control Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Strategic Marketing Planning And Control
  - Highlighting and Note-Taking Strategic Marketing Planning And Control
  - Interactive Elements Strategic Marketing Planning And Control
- 8. Staying Engaged with Strategic Marketing Planning And Control
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Strategic Marketing Planning And Control
- 9. Balancing eBooks and Physical Books Strategic Marketing Planning And Control
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Strategic Marketing Planning And Control
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Strategic Marketing Planning And Control
  - Setting Reading Goals Strategic Marketing Planning And Control
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Strategic Marketing Planning And Control
  - Fact-Checking eBook Content of Strategic Marketing Planning And Control
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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