

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

CH Cherryholmes



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

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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Strategic Marketing Management in Asia Syed Saad Andaleeb,Khalid Hasan,2016-12-22 With a view to continue the current growth momentum excel in all phases of business and create future leadership in Asia and across the globe there is a felt need to develop a deep understanding of the Asian business environment and how to create effective marketing strategies that will help growing their businesses

Strategic Marketing Management (RLE Marketing) Gordon Foxall,2014-09-15 This book considers marketing management within the overall corporate system of business policy making strategic planning and the implementation and control of effective plans The information requirements of marketing management are highlighted and the marketing information system concept is developed within the framework of managerial information systems In the chapters which deal with the elements of the marketing mix the interrelated nature of these variables is emphasized The book illustrates how the successful marketing manager can master each weapon in the marketing armoury and how s he can integrate those weapons to achieve the right

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

Whispering the Secrets of Language: An Psychological Quest through **Strategic Marketing Planning And Control**

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