

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

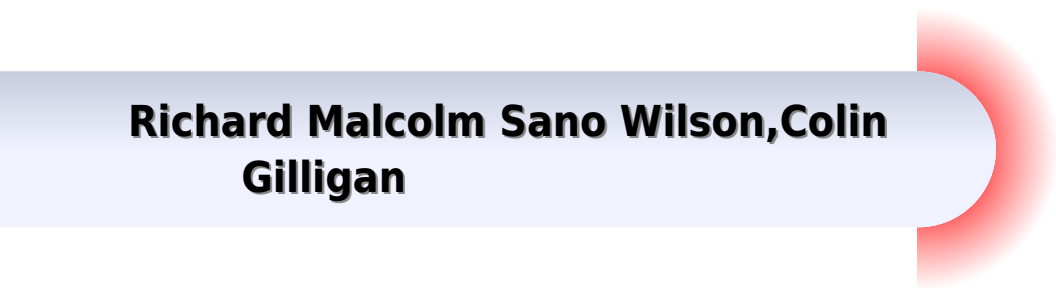
STEP FIVE Implementation and Control

- 14 Put Plan into Action
- 15 Monitor results



Strategic Marketing Planning Implementation And Control

**Richard Malcolm Sano Wilson, Colin
Gilligan**



Strategic Marketing Planning Implementation And Control:

Strategic Marketing Management Richard M.S. Wilson, Colin Gilligan, 2012-08-06 This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject Its step by step approach provides comprehensive coverage of the five key strategic stages Where are we now Strategic and marketing analysis Where do we want to be Strategic direction and strategy formulation How might we get there Strategic choice Which way is best Strategic evaluation How can we ensure arrival Strategic implementation and control This new revised and updated third edition has completely new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix and extensive new material covering The changing role of marketing Approaches to analysing marketing capability E marketing Branding Customer relationship management Relationship management myopia The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing a strong emphasis on implementation up to date mini cases and questions and summaries in each chapter to reinforce key points Widely known as the most authoritative successful and influential text in the sector the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing and students of the CIM Diploma **Strategic Marketing**

Barton A. Weitz, Robin Wensley, 1984 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 Management Richard Malcolm Sano Wilson, Colin Gilligan, David J. Pearson, 1992 Part of a marketing series this volume covers the basics of strategic management from the nature of marketing to product and new product strategies The book is for students working towards the Chartered Institute of Marketing s certificate and diploma qualifications *Strategic Marketing* Graeme Drummond, John Ensor, Chartered Institute of Marketing, 2001 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 Newly revised to be applicable for the Advanced Certificate in Marketing Stage 2 level of the CIM qualifications The material presented is easy to read in a user friendly layout The final chapter has been re written to include new and up to date case studies **Strategic Marketing**

Management Richard Malcolm Sano Wilson, Colin Gilligan, 2013 *Strategic Marketing Planning* Colin Gilligan, Richard M.S. Wilson, 2010-05-04 Strategic Marketing Planning concentrates on the critical planning aspects that are of vital importance to practitioners and students alike It has a clear structure that offers a digest of the five principal dimensions of the strategic marketing planning process Leading authors in this sector Gilligan and Wilson offer current thinking in marketing and consider the changes it has undergone over the past few years Updated information in this new edition includes Changing corporate perspectives on the role of strategic marketing activity Changing social structures and the rise of social tribes The significance of the new consumer and how the new consumer needs to be managed New thinking on market segmentation Changing routes to market Developments in e marketing Changing environmental structures and pressures **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 Marketing Management M. C. Cant, C. J. Jooste, J. W. Strydom, P. J. du Plessis, 2009 Focusing on the environment market research buyer behavior cyber marketing and positioning this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory **Strategic Marketing Management** Caroline Piper, 2018

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