



Workshop Overview

An important facet of any business plan is the marketing plan. Marketing planning includes finding, understanding and meeting the needs of the customer, as well as building awareness of the brand. It helps an organisation bring together its marketing audit, objectives, strategy, implementation and control which provides the necessary direction. The workshop provides a clear framework and helps delegates overcome the obstacles they face during the planning process and learn how marketing planning helps business achieve their goals.



Benefits

This clear step-by-step process to producing a sound marketing plan will benefit you in many ways. Applying the principles to a case study, you'll have practiced conducting a marketing audit, generating alternative growth strategies and summarising your decisions in a strategy statement. You'll leave more confident in your ability to write effective marketing plans and ensure their implementation back in the workplace, leading to more satisfied customers and better bottom-line performance.

Outcomes & Content

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| ✓ Defining of marketing | ✓ Segmentation, Targeting and Positioning (STP) |
| ✓ Understand the marketing planning process | ✓ The marketing mix 4ps & 7ps |
| ✓ Marketing audit | ✓ Strategy statements |
| ✓ SWOT | ✓ Implementation and control |
| ✓ Objectives | ✓ Action planning and review |



Who should attend ?

This course is especially useful for managers having to prepare a marketing plan for the very first time or revisiting an existing plan.

