

# 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



# Management Controls And Marketing Planning

**R. M. S. Wilson**



## **Management Controls And Marketing Planning:**

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*EBOOK: Marketing Management* Christian Homburg, Sabine Kuester, Harley Krohmer, 2012-12-16 Marketing Management A Contemporary Perspective provides a fresh new perspective on marketing from some of the leading

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