

Section 1: Assignment

Section 2: Choose own topic: 9, 7a, 6, 11 one of them

Section 3: Process and management of planning: 1,8,9,11

Week 1: what is planning in marketing?

Role of marketing manager

- Collecting and analysing background product category data
- Utilizing background analysis for marketing
- Implementing the strategy through marketing mix.

Why Plan?

Analysis both internal and external factors,

Planning ensures survival of the company

To compete effectively and efficiently for resources and market

To motivate employees (because they know what to do)

Satisfy firm's responsibility to all stakeholders.

Strategic planning: is the process of developing and maintaining a strategic fit between the organization's goals, capabilities and changing marketing opportunities.

8 Marketing planning sequence:

Update historical data

Collect current situational data

Data analysis

Develop objective, strategies and programs

Develop financial documents

Negotiate final plan

Measure progress towards objectives

Audit

Situation variable (influence strategy):

Customer, competition, context (industry, competitor), company (internal)

7 Characteristic of effective plans

Strong top management support: The CEO needs to understand and support on the plan.

Compiled by staff: Use everyone in the company, apply different skill, not just marketers. Be a part of the plan, more effective

Thoroughly researched: Collected information from variety of sources. Will help in SWOT analysis and product life cycle.

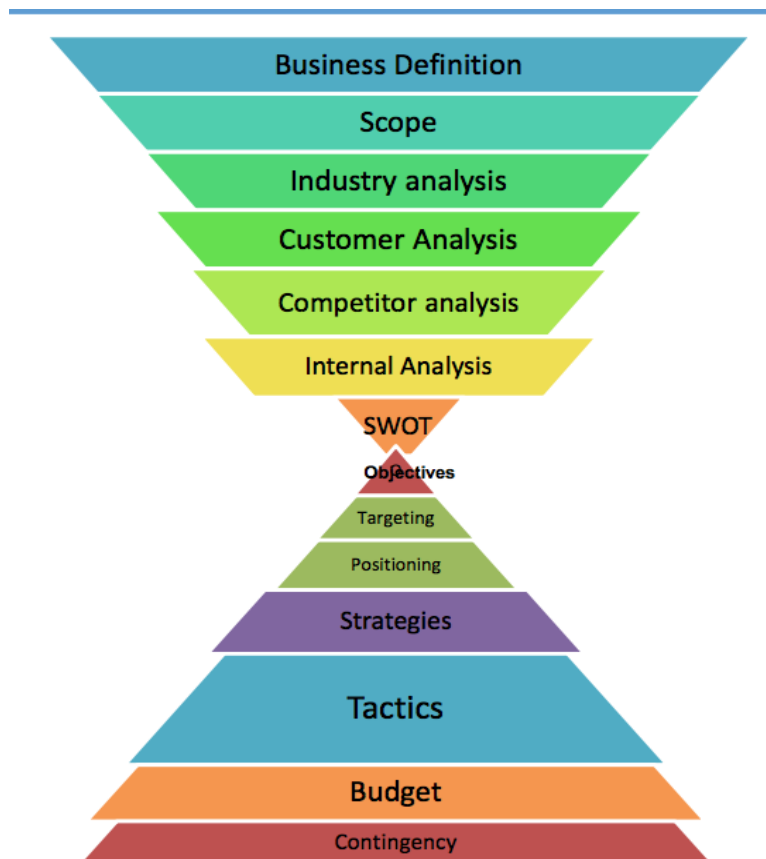
External competitive focus: Increase satisfaction on needs and wants of target customer, do better than competitors. Competitive advantage.

Proactive/visionary: long-term planning, predict likely futures and making assumptions about competitive moves. Focus on future.

Personalised/specific: action orientated, when why who what, in detail, having more clear marketing goals. (SMART)

Continually revised: continually changing the plan, modify to different situation

Components of a marketing plan



Internal analysis will affect the strategy, SWOT and key success factor will make sure the rest of plan is correct, Monitoring and control state will affect future implementation, and evaluation of the process.

company Internal: focus on marketing mix, what an organisation do to impact the customer behaviour. Understand what you currently do before to suggest investing resources to change.

Different between market plan and a marketing plan:

A market plan is one which **develops steps and implementation** into **choosing** and implementing a **strategy** in a particular market.

A marketing plan is one which considers the situation of a company and environment makes informed decisions as to the objectives, and therefore strategies, tactics and implementation in addressing these objectives. The marketing plan outlines specific actions a company wishes to take in order to persuade consumers to purchase their offering. Specific map how a company is going to reach its objectives

The marketing mix is what an organisation manipulates to influence the behaviour of customers

Customer needs: State of felt deprivation (Physical, social, self expression)

Wants: the form taken by human needs as they are shaped by culture and individual personality.

Demands: human wants that are backed by buying power.

| | |
|---------------------------------|---|
| Functional / Instrumental Value | <ul style="list-style-type: none"> • Correct / accurate attributes • Appropriate performances • Appropriate outcomes |
| Experiential / Hedonic Value | <ul style="list-style-type: none"> • Sensory • Emotional • Social / relational • Epistemic |
| Symbolic / Expressive Value | <ul style="list-style-type: none"> • Self identity / worth • Personal meaning • Self expression • Social meaning • Conditional meaning |
| Cost / Sacrifice Value | <ul style="list-style-type: none"> • Economic (price) • Psychological • Personal investment • Risk |

Customer value: The difference between the benefits the customer gains from having access to or owning and using an offering and the cost of obtaining it.

Week 8:

Section 4: Theory/ components of a marketing plan: 2,3,4,5,6,7

Week 2: Internal analysis

How are we performing (relative to the past and competitors)? Good and bad. What skills, resources do we have? What is capable of doing in the future. Think about marketing mix.

Internal analysis at the different levels of planning:

Corporate: Financial, internal and innovation capabilities. Resources and capabilities

SBU: Financial, customer orientated, internal and innovation capabilities. Portfolio analysis, capabilities

Functional (Marketing mix): Customer orientated (Marketing capabilities) current strategy.

Corporate: Marketing organizations, marketing intelligence generation, dissemination (market orientation)

SBU: Marketing organization, value of strategies (marketing mix) relative to objectives, marketing control

Functional/Product: value of strategies (marketing mix) relative to objectives, marketing performance (in relation to marketing metrics), marketing control

?????????

Week 2

1. Discuss the importance of Business definition and scope in planning
 - Business definition and scope is the starting point of strategy development
 - How a business is defined can affect the
 - Nature of market in which it competes
 - The product and substitutes that service or may service that market
 - The nature of competition
 - And capabilities required to compete successfully in the industry
 - Market definition (customer function: needs, customer technology: products, customer group: segments)
 - Scope sits with the business definition and refers to the specific focus of the marketing plan

Week 4

2. What is a critical success factor? Does it apply to everyone in the industry? What happened if you don't have it? How would u use a critical success factor in a plan?
 - Critical success factors are the factors necessary to success in this industry
 - It gives u a competitive advantage
 - It is the skills and resources that use the most leverage of positional advantage and future performance. It is specific and determined by the industry characteristics it-self.
 - Applies to all players in the industry
 - Industry specific
 - In planning, they're useful when making comparison, as a bench mark. (competitor analysis)
 - Common critical success factors are technology related : scientific research expertise, product innovation capabilities
3. According to aslem, what other section of a marketing plan feed into a competitor analysis
 - Market definition, customer analysis, internal analysis, critical success factors

Week 5

4. According to reading: Hendersen, why is it relative market share used as a metric on the BCG method!
 - Because it is calculated based on the largest competitor
 - Competitive advantage, profitability: if u have a big market share
 - Relative: good to have relativity, 18 market share in big is different from 18 market share in small place.
 - Rms – strength of competitiveness, sets the benchmark
5. Considering SWOT, what is the definition of an opportunity, and what is the difference between opportunity and strategy

- Opportunity is related to the macro environment (PESTN)
- What is likely to happen in the future
- It is the positive development that will result in positive influence on the company if they don't change their strategy
- Strategy is what the organisation want to do. Taking advantage of the opportunity and doing something with it.