

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



Marketing Management Strategy Planning And Implementation

Huangqi Zhang



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