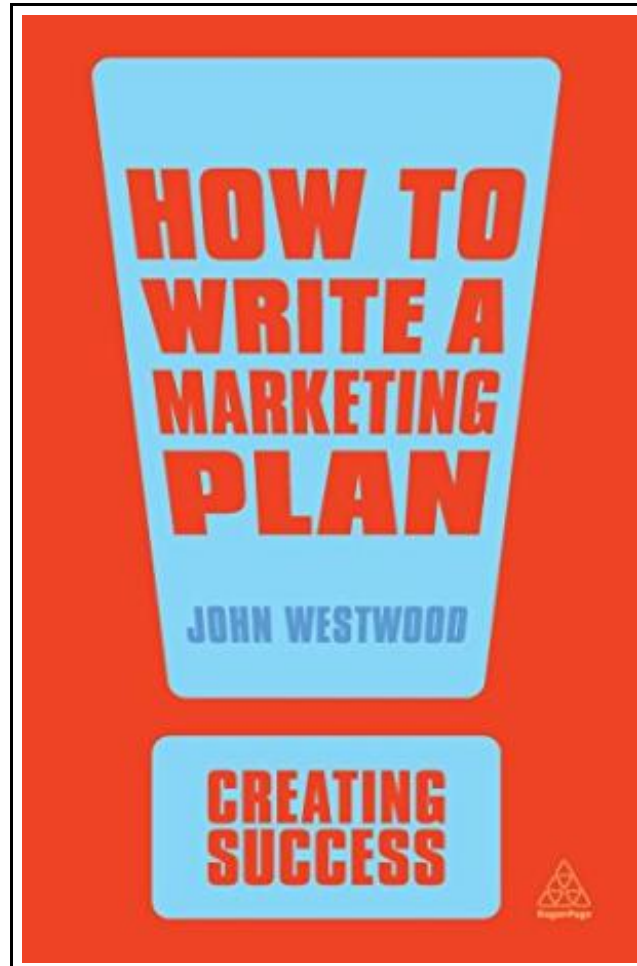


How to Write a Marketing Plan



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(Dr. Porter Mitchell)

HOW TO WRITE A MARKETING PLAN



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Kogan Page/Viva Books Private Limited, 2013. Softcover. Book Condition: New. Description: How to Write a Marketing Plan, 4th edition, simplifies the task of developing a plan for a product or business. Taking a step-by-step approach to the entire process, it will help you to: ? carry out a marketing audit ? set objectives ? devise budgets ? write and implement the plan With help and advice on mobile commerce and online marketing techniques, the book now includes a brand new chapter to help you produce mini-plans to seize new opportunities quickly. How to Write a Marketing Plan is essential reading for anyone who wants to boost their business, sell products or services and learn the techniques of market research. Contents: Chapter 1: Introduction ? What is selling? ? What is marketing? ? What is marketing planning? ? Stages in the preparation of a marketing plan ? Summary Chapter 2: Situation analysis - the marketing audit ? The audit of the marketing environment ? The audit of marketing activity ? The audit of the marketing system ? The marketing environment - market research ? Internal market research ? What is market segmentation ? Information checklist ? How to present the figures ? Situation analysis ? SWOT analysis ? Summary Chapter 3: Objectives ? What is a marketing objective ? Basic types of product ? The product portfolio ? Relative market growth rate and share ? The market portfolio - increasing available markets ? Application selling ? Exporting ? Gap analysis ? Summary Chapter 4: Strategies and action plans ? What is a marketing strategy ? Pricing strategies ? Customer strategies ? Customer relationship management ? Key account management ? Devising strategies ? Action plans ? Summary Chapter 5: The distribution plan ? Marketing channels ? Direct sales ? Distribution ? Telemarketing...



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