



PREPARING A MARKETING PLAN

OVERVIEW

This course is designed for sales and marketing managers who need guidance on how to draw up a marketing plan that is actionable. Writing a solid marketing requires an in depth understanding of the market, pre-work in the form of market research, and planning for successful implementation. This programme examines the various areas that need to be considered in coming up with a solid marketing plan that is in line with the business plans of the company.

OBJECTIVES

After the training workshop, participants will:

- Understand the essentials of a good written marketing plan
- Be able to put together a marketing plan and propose it convincingly to receive endorsement for implementation
- Learn how to measure the results of the marketing implementation

WHO SHOULD ATTEND

- Marketing Managers
- Marketing Executives
- All Marketing Heads and Personnel with Business Targets to achieve and a duty to raise marketing standards.
- All those who wish to enhance their marketing techniques.

WORKSHOP OUTLINE

- What is marketing plan
- Essentials of Marketing
- Situational Analysis
- Market Research
- Strategy Development
- Implementing the Success of a Marketing Plan



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