



# CREATING AN EFFECTIVE MARKETING PLAN

## OVERVIEW

This programme is designed for those involved in business and marketing processes and functions in an organization. It enables participants to be understand the importance of developing marketing plans that benefits the organizations marketing function more dynamically and apply the necessary tools for effective marketing results.

## OBJECTIVES

At the end of the programme, participants will be able to:

- Understand briefly the concepts of business and marketing and the relationship between business and marketing plans
- Understand the fundamentals of a good marketing plan
- Write a dynamic marketing plan
- Measure and evaluate the effectiveness of a marketing plan

## WHO SHOULD ATTEND

- Business and Marketing Managers
- Business and Marketing Executives
- Business and Marketing head

All those intending to improve their Marketing skills through good planning

## WORKSHOP OUTLINE

- Module 1: What is Business? What is Marketing?
- Module 2: Understanding the 4P's and the 7P's of Marketing
- Module 3: Understanding the Situation in Marketing
- Module 4: Applying Research in Marketing
- Module 5: Overview of the Essentials of a Marketing Plan
- Module 6: Creative Thinking in Designing a Marketing Plan
- Module 7: Developing Progressive Objectives for the Plan
- Module 8: Creating Effective Strategies and Tactics
- Module 9: Writing the Marketing Plan
- Module 10: Plan in Action and After

**If you have any enquiries, please contact**

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