

Modules:-

Module 1: What is a Marketing Plan?

Module 2: Essentials of Marketing

Module 3: The Marketing Plan Elements

Module 4: Market Research

Module 5: Situational Analysis

Module 6: Developing Meaningful Objectives

Module 7: Strategy Development

Module 8: Putting Together The Marketing Plan

Module 9: Implementing the Success of a Marketing Plan

Module 10: Evaluating and control

PREPARING A MARKETING PLAN

COMFORI SDN BHD

Objectives

- 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

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.