

## Modules:-

**Module 1: OVERVIEW OF MARKETING PLANNING**

**Module 2: THE MARKETING PLAN PROCESS**

**Module 3: CORE MARKETING STRATEGIES**

**Module 4: CHOOSING THE MARKET TO SERVE**

**Module 5: SETTING SMART OBJECTIVES**

**Module 6: MARKETING POSITIONING**

**Module 7: DESIGNING CUSTOMER-CENTRIC MARKETING**

**Module 8: TOOLS FOR MANAGING THE MARKETING EFFORT**

# STEP BY STEP, DEVELOPING AN IMPACTFUL MARKETING PLAN

COMFORI SDN BHD

## Objectives

- Develop a complete Marketing Plan that follows a proven process
- Apply models to focus on delivering above customers' expectations
- Apply models to beat the competition
- Distinguish and decipher only the most important market intelligence
- Identify key success factors and barriers
- Develop strategic objective and strategies
- Choose the right target market to serve
- Prepare an Implementation Plan, Control Plan and Contingency Plan

Techniques and tools will be shared and practiced throughout the course so that participants can go back to the office equipped with the experience and knowledge to take action. This is a highly practical course, beyond textbook theories.