

STEP BY STEP, DEVELOPING AN IMPACTFUL MARKETING PLAN

SEGMENT – SALES & MARKETING



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

Overview

Be exposed to how top multinationals develop impactful Marketing Plans that contributes to long lasting commercial success. Participants will learn to decipher external and internal marketing intelligence such as consumer insights, opportunity and threats, organization's strength, weakness, resources to arrive at key marketing implications. These implications which will serve as the basis for crafting the Marketing 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.

Get In Touch!

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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 objectives and strategies
- choose the right target market to serve
- prepare an Implementation Plan, Control Plan and Contingency Plan