



MASARYKOVA UNIVERZITA

Marketing plan Chapter 4

Marketing plan

A **marketing plan** is a written document that details the necessary actions to achieve one or more marketing objectives.

Marketing plan and *internal marketing*

Marketing objectives:

- ❏ **Clear** - They should be an unambiguous statement of 'exactly' what is to be done.
- ❏ **Quantified** - The predicted outcome of each activity should be, as far as possible, quantified; so that its performance can be monitored.
- ❏ **Realistic** - They should be achievable.
- ❏ **Agreed** - Those who are to implement them should be committed to them, and agree that they are achievable. The resulting plans should become a working document which will guide the campaigns taking place throughout the organization over the period of the plan. If the marketing plan is to work, every exception to it (throughout the year) must be questioned; and the lessons learned, to be incorporated in the next year's planning.

Content of the marketing plan

- *Executive Summary*
- *Situational Analysis*
- *Opportunities / Issue Analysis - SWOT Analysis*
- *Objectives*
- *Strategy*
- *Action Program (the operational marketing plan itself for the period under review)*
- *Financial Forecast*
- *Controls*

Děkuji za pozornost.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ