

# ***International MBA***

*Marketing and commercialization in international environments.*

*Lesson 2. Marketing Planning Process*

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# *Content*

1. Marketing Planning Process
2. Operational and Strategic Planning
3. Marketing Plan Structure and Challenges
4. Implementation

## What is Marketing Plan?

- 
- MARK 6 PROTOTYPE**
- 7.0 FT  
42.0 IN
- HEADS UP DISPLAY  
REINFORCED KNEE JOINT  
ARMED EXTENSIBLE HYDRA-COIL COILS  
CGO ARC GENERATOR
- STARK INDUSTRIES  
**MARK 6 PROTOTYPE**

# *1. Marketing Planning Process*

## *Why do Start-Ups need Marketing Plan?*

- [A Lack Of Due Diligence](#)
- A Lack Of Planning
- A Lack Of Flexibility
- Top reasons why startups fail [Forbes](#)

# *1. Marketing Planning Process*

## *Why do existing companies need Marketing Plan?*

- Self-identification.
- Target clarification.
- Strategy.
- Expressing.
- Guidelines.
- Control.



# *1. Marketing Planning Process*

*Why do Both New and Existing companies need Marketing Plan?*

Thinking through  
Determining Challenges  
Idea Clarification  
Activity Integration  
“Work on bugs”

Be dynamic and flexible

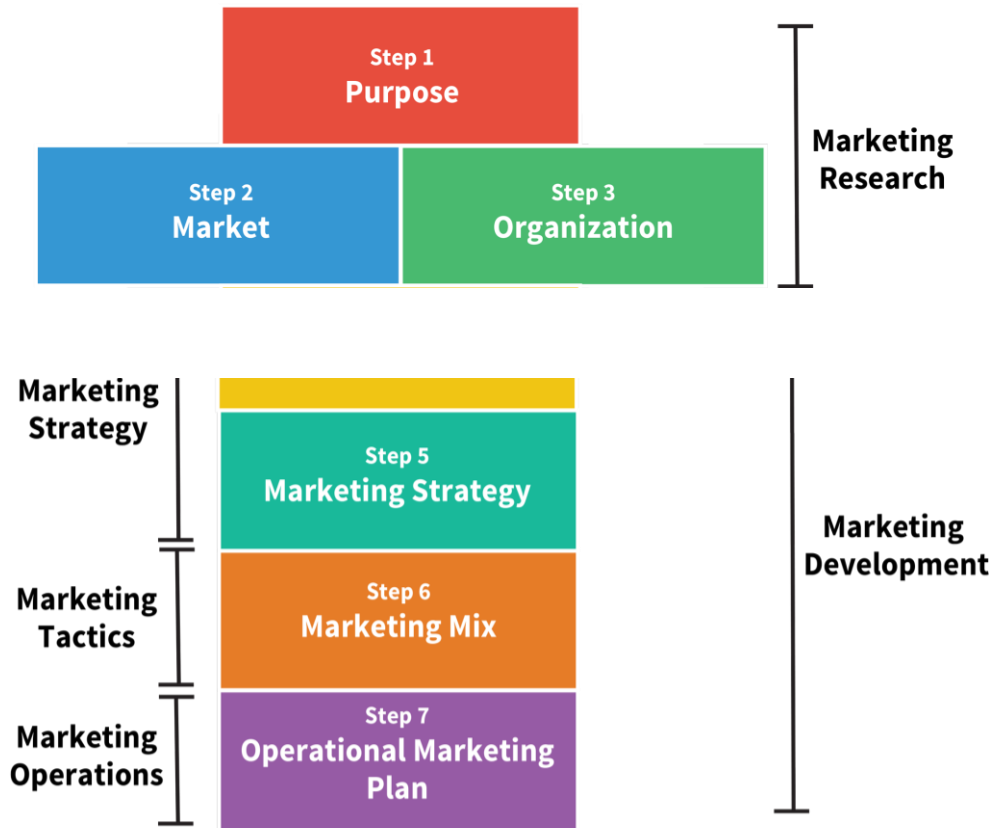


# ***1. Marketing Planning Process***

## ***What is marketing plan?***

- **Marketing plan** is a strategic document.
- **Aim:** A marketing plan assists to integrate the total marketing effort.
  - *It ensures a systematic approach*
    - *to developing products and services*
    - *to meet and satisfy the customers' needs*
- Marketing Plan Includes **Marketing Research** and **Marketing Development**.

# *1. Marketing Planning Process*





## 2. Strategic and Operational Planning

### Strategic vs. Operational Planning

- **Strategic planning** is an organization's process of defining its strategy, or long-term direction.
  - “Where do we want to be?” “What do we get there?”
    - *Be the market leader of furniture production.*
- **Tactical planning** is short-term planning emphasizing the current operations (tactics) tactical objectives of Marketing Mix (4P's).
  - “How do we get there?”
    - *Product diversification, Competitive advantage, Market share, Brand awareness*
- **Operational planning** A short-term, highly detailed plan of current activities formulated by management to achieve tactical objectives.
  - “What do we do to get there?”
    - *R&D, efficient production based on the skilled employees and new technologies application, distribution partners, social media ads. campaigns*

## ***3. Marketing Plan Structure and Challenges***

### ***Marketing Plan Content***

- Introduction
  - Background of the current situation
  - Internal Analysis of the company
  - External Analysis (*Macro Environment, Micro Environment*)
  - SWOT analysis
  - Objectives
  - Strategic Plan (Target market, Positioning, Strategies)
  - Marketing Mix (*Product, Price, Promotion, Place,*
  - Operational Plan (*Sales, Human Resources, Team, etc.*)
  - Flowchart (timeline)
  - Sales Forecast
  - Financial Planning
  - Monitoring and Controlling
- Conclusions

## ***3. Marketing Plan Structure and Challenges***

### ***Marketing Plan Content***

- **Step 1. Purpose**
  - Background of the current situation and Idea
- **Step 2. Company.**
  - Internal Analysis of the company, External Analysis (*Macro Environment, Micro Environment*), SWOT analysis
- **Step 3. Market**
  - B2B market and B2C market
- **Step 4. Marketing Strategy**
  - Objectives and Strategic Plan
- **Stage 5. Marketing Mix**
  - Product, Price, Promotion, Place
- **Stage 6. Operational Plan**
  - Sales, Human Resources, Team, Flowchart
- **Step 7. Monitoring and Controlling**

## *3. Marketing Plan Structure and Challenges*

### *Marketing Plan Challenges*

- Idea
- Objectives
- SWOT
- Qualitative and Quantitative
- Why?
- Strategies vs. Tactics
- Target customerS
- Product for ?
- Control based on KPI
- Integration



## *4. Marketing Plan Implementation*

### *How to Implement Your Marketing Plan...*

- Set the right expectations. ...
  - Build the team and secure resources. ...
  - Communicate the plan. ...
  - Build out timeline and tasks. ...
  - Set up a dashboard for tracking success. ...
  - Monitor and check-in regularly. ...
  - Be willing to adapt. ...
  - Communicate results and celebrate success!
- 
- *<https://flybluekite.com/how-to-implement-your-marketing-plan/>*

## 4. Marketing Plan Implementation

### What to do...

- Regular review.
- Advice & support.
  - general advice, workshops, seminars and networking events
- Attending business events.
  - [www.4yfn.com](http://www.4yfn.com)

The screenshot shows the 4YFN website with a dark blue header. The main content area features two large event announcements. The left announcement is for '4YFN SMART CITY VILLAGE' at the Smart City Expo World Congress in Barcelona, dated 14-16 November 2017, with a yellow 'Connect Further' button. The right announcement is for '4YFN BARCELONA' at the Mobile World Congress in Barcelona, dated 26-28 February 2018, with a yellow 'Join the 5th edition' button. Below these, the text 'Connecting Startups' is displayed, followed by a description of 4YFN as a startup business platform. The Mobile World Capital Barcelona logo is in the bottom right corner.

4YFN | Connecting Startups

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**4YFN SMART CITY VILLAGE**  
At Smart City Expo World Congress **Barcelona**  
14-16 November 2017  
Connect Further

**4YFN BARCELONA**  
At Mobile World Congress **Barcelona**  
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Join the 5th edition

**Connecting Startups**

4 Years From Now (4YFN) is the startup business platform of Mobile World Capital Barcelona that enables startups, investors and corporations to connect and launch new ventures together.

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