

WHAT IS A MARKETING PLAN?



A document outlining the marketing strategies and tactics in a specific period of time which is usually a year.

It is one of the most important documents, usually prepared by the marketing team, but members of other functions such as operations, sales, product, finance, etc. are involved in its creation.

Any Marketing Plan Needs to Answer 4 Questions....

Where are we now?

Where do we wanna go?

How do we wanna get there?

What to expect when we get there?

Each question corresponds to a section of the plan which are:
1. situational Analysis 2. Marketing Strategy and Objectives 3. Marketing Tactics and Action Plans 4. KPIs and Expected Results

Useful Resources....



Marketing Plans
Malcom McDonald

Marketing Management
Philip Kotler



Marketing Management I
University of Illinois
Coursera

Marketing Management II
University of Illinois
Coursera

