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Chapter 12: Marketing Plan

Tools:

- Printer
- 8.5" x 11" paper
- Scissors

Directions:

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines

action plan

Sorts out all the details of the marketing tactics.

- FOLD -

01 of 11 E-Flash Cards



marketing

Consists of customer-focused activities intended to generate a transaction.

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02 of 11 E-Flash Cards



marketing objective

Goals a business wants to achieve during a given time, usually one year, by implementing the marketing plan.

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03 of 11 E-Flash Cards



marketing plan

Document describing a business' marketing objectives and the strategies and tactics to achieve them.

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04 of 11 E-Flash Cards

marketing strategy

Decisions made about product, price, place, and promotion.

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05 of 11 E-Flash Cards



marketing tactic

Consists of the specific activities to carry out the marketing strategies.

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06 of 11 E-Flash Cards



place strategy

Plan concerning how and where the products will be sold, including not only physical location, but how goods or services move through the distribution channel.

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07 of 11 E-Flash Cards



price strategy

Plan concerning the markup, profit margin, discounts offered, or list price versus selling price.

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08 of 11 E-Flash Cards

product strategy

Plan concerning the goods or services a business offers, including decisions on quantities, sizes, packaging, warranties, brand names, image, and design.

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09 of 11 E-Flash Cards



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promotion strategy

Plan concerning advertising, electronic promotions, sales promotion, and public-relations activities to pursue, which lead to identifying the promotional mix.

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situation analysis

Snapshot of the environment in which a business is operating at a given time.

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