

HR Competency Seminar Outline

► Overview:

Great Marketing begins with great ideas. Great execution of those ideas depends on great planning. Whether you're developing your core strategic marketing foundation, or launching a new tactical program into the marketplace, the quality, efficiency and cost of execution will depend on the quality of the planning that went into it.

A marketing plan is the most important guidepost to maximize effectiveness and minimize the risk of marketing. It is a way of forcing you to think through every aspect of the program — from competitive analysis to collateral development.

Creating a marketing plan involves unequal doses of research, analysis, hypotheses, validation and some plain old legwork. Most of all, it involves writing — and writing a solid, effective, workable marketing plan is a craft in and of itself.

► Objectives:

Writing a Marketing Plan offers participants an overview of the elements of a marketing plan, covers the processes used to develop marketing objectives and strategies, and covers how to create a marketing plan. The program also details how to write, present, execute, and evaluate a marketing plan.

- Identify two factors to consider when determining your market position
- Identify the key elements of a marketing plan
- Identify the four types of analyses that should be conducted before creating a marketing plan
- Identify the two types of objectives developed for a marketing plan
- Identify the four types of marketing strategies
- Identify the characteristics of an appealing marketing plan
- Sequence the steps for creating a marketing plan
- Identify marketing plan evaluation methods

► Possible Attendance:

This seminar is important to:

- Business marketers
- Business leaders in the mid- to large-size organizations
- Brand Managers
- Directors
- VPs and CMOs
- Persons involved in creating, reviewing, or approving, a marketing plan

► Structure:

12 hours to be carried out over 2 days including presentation, workshop, valuable supporting documents, soft & hard templates for Marketing Plans



► Contents:

This course presents the principles of Effective Marketing Plan Writing, it covers:

- Assessing your business: where it is now and where you want it to go
- Defining a vision/mission/values statement
- An overview of the positioning process
- Conducting a SWOT Analysis
- Clarifying the core objectives for each element of the marketing mix (Product, Price, Place and Promotion)
- Conducting a Lifetime Customer Analysis
- Defining the overall direction, total advertising and promotion budgets and revenue expectations
- Identifying the key research and test market plans needed to support your plan
- Creating a blueprint for action with timetables and milestones
- Aligning long-term business objectives with the demands of short-term priorities
- Using marketing analytics and optimization tools for resource allocation and plan evaluation
- Winning corporate buy-in at all levels before implementation
- Defining a Whole Product Strategy
- Planning the Components of a Product Launch

Throughout the seminar there will be opportunities for questions, and where appropriate, case studies will be discussed.