

## Session 1

### STRATEGIC PLANNING OF MARKETING

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Exam

1. Marketing Nowadays

1.1. Marketing in the XXI Century

1.2. Scope of Marketing

1.3. Changes in the Business environment and marketing

1.4. Company orientation towards to the market

1.4.1. Production Concepts

1.4.2. Product Concept

1.4.3. Selling Concept

1.4.4 Marketing Concepts

1.4.5 Social Media Concepts

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2. Satisfaction and Value Creation

2.1. Customer Value

2.2. Customer Satisfaction

2.3. Value Chain

2.4. Value Delivery Network

2.5. Cost of lost customers

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3. Strategic Planning

3.1. Marketing Management

3.2. Definition, planning and strategic planning process

3.2.1. SWOT Analysis (Strengths, Opportunities,  
Weakness and Threats)

3.2.2. Strategic Planning and SMART Goal Setting

3.3. Market Opportunities Analysis (MOA)

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3.4. Forecasting and demand measurement

3.4.1. Measures market demand

3.4.2. Terminology for measuring demand

3.4.3. Estimates current demand

3.5 Purchase decision process

3.5.1. Stages of the purchase decision process

3.5.2. Organizational purchase

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4. Analysis of Competition

4.1. Competition concept

4.2. Types of Competition

4.3. Competitor Analysis

4.3.1. Strategies

4.3.2. Objectives

4.3.3. Strength and weakness

4.3.4. Reaction models

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4.4. Competitive intelligent system

4.5. Design competition strategies

4.5.1. Leader Strategies

4.5.2. Challenger Strategies

4.5.3. Follower Strategies

4.5.4. Flank Strategies

4.5.5. Guerrilla Strategies

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5. Segmentation, Target and Positioning

5.1. Level, patterns and market segmentation process

5.2. Evaluation and selection segments

5.3. Market Segment Matrix

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5.4. Differentiation

5.4.1. Product based on

5.4.2. Based services

5.4.3. Base on personal

5.4.4. Base on the image

5.4.5. Base on the channel

5.5. Positioning

5.5.1. Identifying differences

5.5.2. Promote differences

5.5.3. Positioning Communications

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Final Exam

## STRATEGIC PLANNING OF MARKETING

“Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy”. Wikipedia

“Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service”. Wikipedia

Strategic Planning of Marketing is an organization’s process or direction and making decision of communicating the value of the product or service to clients, with the purpose to selling that product or service.

A successful marketing program starting with a planning and we simplify in three parts:

### a) Strategic planning process

Where you are? Determine the status of your perspective

Identify what’s important? Focus in the moment with emphasis in the future, don’t scare about issues and barriers, and learn how to cross these lines,

Define what you must achieve: Clear objective and goals and organize the priority issues.

Determine who is accountable: what do you need to do to get there; (strategies, action plans, and budgets) create effective communications between time management and capital and define objectives.

Review all process again

### b) Guidelines for markets:

The warranty for the markets, focus and considerations of the strategic dimension for the relationship between organizations and the industry.

c) Overview of a process, the evaluation of the strategic planning of marketing, includes the positives and negatives of the market, after take the risk with the plan, the time value and the cost of capital; it also outlines other metrics for measuring the effectiveness of the marketing strategy.

## Using Mind Maps for Strategic Planning

Mind Mapping is a powerful tool for all forms of planning, and we have already seen how we can use it for project planning, but let’s extend that to talk specifically about strategic planning.

Strategic planning can seem like a hassle when you just want to get on and run the business, but there are a lot of reasons for creating strategic plans, as you can see here:

They are very important for setting the long term direction of the company so you know what the company will look like in 5 or 10 years

They form a framework for decision making when you are doing your business planning

They are a framework for your operational planning and help you set your priorities, product lines, levels of service, and identify your target market

They enable you to very clearly explain the business to employees, contractors, and stakeholders in the business, strategic partners, and customers

They allow you to get a clear picture of the difference between your current position and where you want to be long term, and therefore stimulate change in the right direction

And they form a basis for accountability of both the staff (especially senior staff) and the plans you make at lower levels, like business and marketing plans

Why use Mind Maps?

The normal life-cycle of a strategic plan is this: it is written, read by one or two executives, and put in some filing cabinet until it is time to do the next strategic plan. The problem is that it's just a collection of words on paper. To most people who look at it, it takes a lot of effort to understand it and even more to implement it. So it just gets forgotten.

Strategic plans that are drawn up in Mind Map format are clear and easy to understand. Anyone can see at a glance what the objectives are. They can see the actions that are planned in order to meet those objectives. They understand why those actions are necessary. The document becomes something that is adopted by the whole organization, because they can all easily understand how it benefits both the company and themselves.

What should strategic plans contain?

Here is a list of some of the main items:

The vision of where the company is going in the medium to long term

The mission of the company – what it is all about

The values of the company, explaining why you exist

Your specific objectives as a company

What strategies you will use to achieve your objectives

And the goals along the way, so you can plan to meet those goals and be able to measure your progress

### Creating your Strategic Plan

SWOT Analysis Mind Map For your strategic plan, you could start with a Mind Map like this and add sub-topics for each element, but you would probably end up with a huge Mind Map, so what I would suggest is that you download the Mind Map from the link above, and for each of the top level topics, decide what is important for you and adjust the second level topics to suit your needs, and then for each top level topic, create a new Mind Map in the document, and cut and paste the subtopics so that each area is a separate Mind Map, and then brainstorm the details under what have now become the first level topics of the detail maps.