## Marketing Planning Master Class

Syllabus



## **Week 1 – Introduction and Mission, Vision, Purpose**

Introduction & How to Use CourseSites

Lecture: Marketing Crash Course + Mission, Vision, Purpose, Values

* Marketing vs. marcom
* Your marketing “team”
* Why have a marketing plan?
* Tacticians vs. strategists

**Homework:** Start gathering information

## **Week 2 – Business Analysis**

Discussion/Q&A: Sharing and questions

**Lecture:** Business Analysis

* SWOT Analysis
* Core Competencies
* Business Goals & Growth Strategies
* Product Group/category review
* Services Review
* Growth Opportunities

**Homework:** Business analysis of your company

## **Week 3 – Competitive Analysis**

Discussion/Q&A: Sharing and questions

**Lecture & Homework:** Competitive Analysis

* Why analyze the competition?
* Defining “competition”
* Identifying your competition
* Analyzing your competition
* Researching your competition

**Homework:** Competitive Analysis for your company

## **Week 4 – Customer Analysis**

Discussion/Q&A: Sharing and questions

Lecture/Discussion: Customer Analysis

* Segments, audiences, target markets, personas

**Homework:** Customer analysis for your company

## **Week 5 – Goals and Objectives**

Discussion/Q&A: Sharing and questions

Lecture/Discussion: Goals & Objectives

* Goals
* Objectives - SMART
* Review of past goals

**Homework:** Write 4 to 6 marketing goals; list of allmarketing activities from the previous year

## **Week 6 – Strategies and Tactics + Marketing Automation**

Discussion/Q&A: Sharing and questions

Lecture/Discussion: Strategies & Tactics

**Homework:** Strategies and tactics for previously stated goals

## **Week 7 – Budget and Calendar + Website**

Discussion/Q&A: Sharing and questions

Lecture/Discussion: Budget and Calendar

* budgeting methods and guidelines
* co-op
* creating a calendar

**Topics, Tools and Tips:** Spreadsheet examples& template

**Homework:** Develop budget and calendar

## **Week 8 – Documentation & Implementation**

Discussion/Q&A: Sharing and questions

Lecture/Discussion: Documentation & implementation

* project management systems
* forms, calendars, checklists, spreadsheet
* reporting system
* evaluation

**Topics, Tools and Tips:** Project management tools

**Homework:** Write marketing plan