## Marketing Planning Master Class

Four-Week Syllabus



## **WEEK ONE**

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

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

* Marketing vs. marcom
* Your marketing “team”
* Why have a marketing plan?
* Tacticians vs. strategists
* Mission, vision, values, purpose,

**Homework:** Start gathering information & work on mission, vision, values, purpose

## **Step 2 – Business Analysis**

**Lecture/Discussion:** Business Analysis

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

**Homework:** Business analysis of your company

## **WEEK TWO**

## **Step 3 – Competitive Analysis**

**Lecture/Discussion:** Competitive Analysis

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

**Homework:** Analysis of your competition

## **Step 4 – Customer Analysis**

Lecture/Discussion: Customer Analysis

* Segments
* Target markets
* Personas

**Homework:** Customer analysis for your company

## **WEEK THREE**

## **Step 5 – Goals and Objectives**

Lecture/Discussion: Goals & Objectives

* Goals vs. objectives
* Objectives - SMART
* Review of past goals
* How it all fits together

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

## **Step 6 – Strategies and Tactics**

Lecture/Discussion: Strategies & Tactics

* Strategies vs. Tactics
* How it all fits together
* Developing strategies & tactics to support goals & objectives

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

## **WEEK FOUR**

## **Step 7 – Budget and Calendar**

Lecture/Discussion: Budget and Calendar

* Factors influencing budgets
* What’s included in the marketing budget?
* Budgeting methods and guidelines
* Creating a budget calendar

**Homework:** Develop budget and calendar

## **Step 8 – Documentation & Implementation**

Lecture/Discussion: Documentation & implementation

* Marketing templates and presentations (See Word, look online, see CourseSites)
* Budget templates and Excel forms
* Marketing calendar (Excel)
* Project management
* Evauation and calculating ROI

**Homework:** Document marketing plan