

Marketing courses

MARKETING PLAN

IMPROVE YOUR STRATEGY AND MARKET

WWW.BIZLEADER.EDU.VN

BizLeader Business School

OVERVIEW

Strategic Marketing Plan Creation: From Concept to Execution



Welcome to "**Strategic Marketing Plan Creation: From Concept to Execution.**" This course is a comprehensive journey into the art and science of constructing a successful marketing plan. As an aspiring strategist in the fast-paced world of marketing, you'll develop a robust understanding of how to align business objectives with creative and tactical planning. By delving into market analysis, consumer behavior, and strategic positioning, we will equip you with the tools to craft plans that resonate with target audiences and yield tangible results. Prepare to transform visionary ideas into actionable, results-driven marketing strategies that can elevate any brand in the competitive marketplace.

Skills you'll gain

Market Analysis Expertise

Strategic Thinking and Planning

Customer Segmentation and Targeting

Budgeting and Resource Allocation

Performance Measurement and Adaptation

Training course materials package

High-Quality Videos

Trainer's Manual

Exercises and Activities

Certificate of Attendance

eBook

Build your subject-matter expertise

This course is part of the Business Foundations Specialization

- Learn new concepts from industry experts
- Gain a foundational understanding of a subject or tool
- Develop job-relevant skills with hands-on projects
- Earn a shareable career certificate

Assessments


- 8 quizzes
- 1 Final Project Essay


Details to know

- 20 hours (approximately)
- Flexible schedule

Learn at your own pace

Contact now!

 098-300-9285

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COURSE MODULE STRUCTURE

1

INTRODUCTION TO MARKETING PLAN

- Definition of a marketing plan
- Importance of having a marketing plan



2

MARKET ANALYSIS

- Target market identification
- Competitor analysis
- SWOT analysis



3

MARKETING OBJECTIVES

- Specific, measurable, achievable, relevant, and timebound (SMART) objectives
- Longterm and shortterm objectives



4

MARKETING STRATEGIES

- Product and service positioning
- Pricing strategy
- Distribution channels
- Promotional tactics



5

MARKETING TACTICS

- Advertising
- Public relations
- Digital marketing

6

BUDGET AND RESOURCE ALLOCATION

- Allocation of financial resources
- Allocation of human resources
- Marketing budget allocation



7

IMPLEMENTATION AND TIMELINE

- Action plan
- Timeline for execution
- Responsibilities and accountabilities



8

MONITORING AND EVALUATION

- Key performance indicators (KPIs)
- Metrics for measuring success
- Evaluation of marketing efforts



9

CONCLUSION

- Summary of the marketing plan
- Next steps and ongoing review process

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