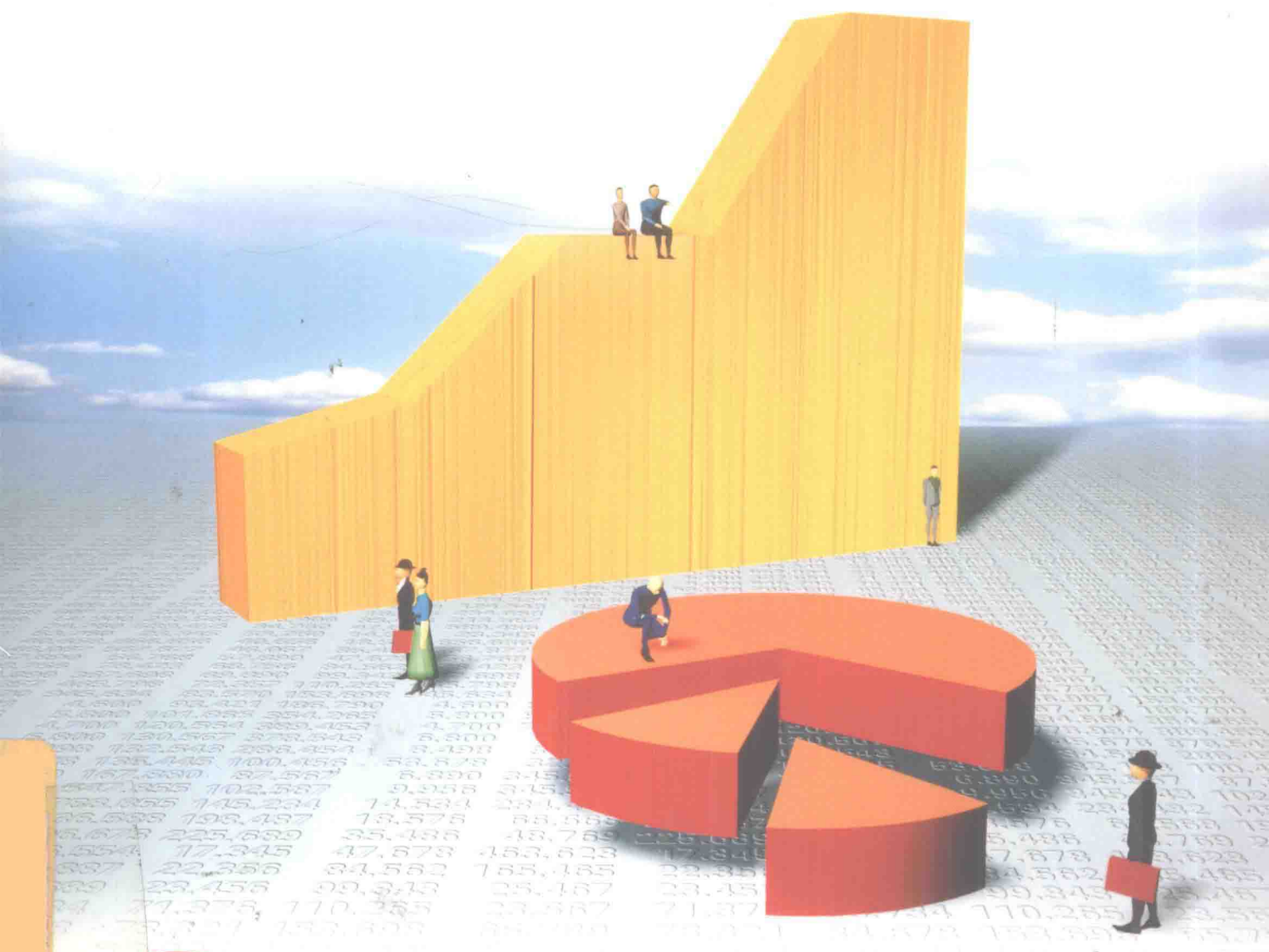


The Marketing Plan

A H A N D B O O K



Marian Burk Wood



THE MARKETING PLAN

A Handbook

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Preface

Behind every successful product is a good marketing plan. Marketing textbooks often contain marketing plan outlines or discuss the general use of marketing plans, but don't explain exactly *how* to develop a marketing plan—yet that's what student marketers really need. This book fills the gap, supplementing the material in marketing principles texts, marketing management texts, and marketing strategy texts with step-by-step coverage of the structured process that leads to a complete and actionable marketing plan. Only with such a detailed map can marketers explore the most promising marketing opportunities in today's highly volatile global environment. Marketers are therefore pathfinders, charting paths to profitability and identifying potential trouble spots to avoid during the journey. The pathfinder theme runs subtly throughout the book, supported by Marketing Pathfinder's Quotes (at the start of every chapter) and Pathfinder's Tips (in the margin).

Plan of the Book

The Marketing Plan: A Handbook provides “how to” coverage of the marketing planning process in logical order, supported by three appendixes and a glossary. This table shows the contents chapter by chapter:

<i>Chapter</i>	<i>Contents</i>
Chapter 1: Introduction to Marketing Planning	Overview of the marketing planning process, the contents of a marketing plan, and key tools and principles for marketers.
Chapter 2: Analyzing the Current Situation	How to examine the internal and external environment in preparation for a SWOT (strengths, weaknesses, opportunities, threats) analysis.
Chapter 3: Understanding Markets and Customers	How to investigate consumer/business markets and customers by analyzing needs, demand, growth, share, attitudes, buying behavior, satisfaction, and other characteristics.
Chapter 4: Planning Segmentation, Targeting, and Positioning	How to apply knowledge of markets and customers to identify, evaluate, and target specific customer segments and formulate a positioning strategy for competitive advantage.
Chapter 5: Determining Objectives and Strategic Direction	How to set marketing and financial objectives to support overall organizational goals and strategic direction.

<i>Chapter</i>	<i>Contents</i>
<i>continued</i>	
Chapter 6: Developing Marketing Strategies and Programs	How to design external and internal marketing strategies and tactics, consistent with positioning, to achieve marketing and financial objectives.
Chapter 7: Budgeting, Forecasting, and Tracking Progress	How to use budgets, forecasts, schedules, and selected metrics to set standards and measure progress toward objectives and goals.
Chapter 8: Controlling Plan Implementation	How to analyze marketing plan results and apply standards to track performance, identify problems, and take corrective action if needed.
Appendix 1: Marketing Plan Resources	Convenient listing, by category, of valuable printed and online resources for marketing planning.
Appendix 2: Sample Marketing Plan	Detailed sample plan for Sonic personal digital assistant, as a model for developing and documenting the marketing plan.
Appendix 3: Documenting a Marketing Plan with <i>Marketing Plan Pro</i> Software	Detailed instructions for using the bundled software to study sample plans and prepare new marketing plans.
Glossary	Alphabetical listing of key terms and definitions, showing the chapter where each is first defined.

Marketing Plan Pro Simplifies Planning

Bundled with the book, the highly rated *Marketing Plan Pro* software is an easy-to-use program for documenting marketing plans. The software also includes sample marketing plans from a variety of for-profit and nonprofit organizations, including manufacturers, retailers, consulting firms, service businesses, and a community theater group. Preparing the financials to support a marketing plan can be tedious and time-consuming; this software package streamlines the process with built-in spreadsheet and charting capabilities. Turn to Appendix 3 for full details about using *Marketing Plan Pro* to study the sample plans and document a marketing plan following the chapter-by-chapter steps in this handbook. And check the special Web site at www.paloalto.com/prenticehall for technical support, FAQs, and more.

Special Features Support Planning

The Marketing Plan: A Handbook supports the hands-on development of creative yet realistic marketing plans through a series of special features:

- *Valuable resource lists.* Where do marketers find the facts, figures, and background data they need? Chapter-by-chapter lists of online and printed resources show where information and background data can be found. These resources are summarized by category in Appendix 1.
- *Detailed checklists.* What questions should marketers be asking? Fourteen checklists, strategically positioned in chapters 2–8, summarize the key points that marketers need to investigate.

- *Current examples.* How are companies actually putting their marketing plans to work? Every chapter showcases at least 10 recent, real-world examples of businesses and nonprofit organizations applying marketing principles—including many international examples.
- *Key term definitions.* What is the proper terminology? Key terms are carefully defined in the text and highlighted in the margin. All key terms are collected in a back-of-book glossary for quick reference.
- *Sample marketing plan.* What does a marketing plan look like? Appendix 2 presents a sample marketing plan for the hypothetical Sonic personal digital assistant. This sample plan coordinates with the marketing plan and exercises in Philip Kotler's *Marketing Management* text.

More Features on Dedicated Web Site

Visit www.prenhall.com/wood where more features to support the use of this book are available. For convenience, the Web site includes hotlinks to all the online resources shown in Appendix 1, arranged by category. The site also has a hotlink to Palo Alto Software's special Web page for Prentice Hall users (www.paloalto.com/prenticehall) where answers to technical questions about *Marketing Plan Pro* software and other useful tools can be found. Because the marketing textbooks that this book can supplement are periodically updated, the Web site will have the latest topic-by-topic coordination with all the books' tables of contents. Finally, the Web site presents two discussion questions per chapter, with instructor's manual information in a password-protected area for faculty.

Value Packages and Integration with Marketing Texts

For convenience, several correlation guides are provided that show how *The Marketing Plan: A Handbook* can be used to supplement seven leading Prentice Hall marketing textbooks. The ISBN listed with each textbook below makes it easy to order a *Prentice Hall Value Package*, which includes the textbook packaged with *The Marketing Plan: A Handbook* at a deeply discounted price.

- *Marketing Management, 11e* by Philip Kotler
ISBN 0130782866
- *A Framework for Marketing Management* by Philip Kotler
ISBN 0130782505
- *Marketing Management* by Noel Capon and James M. Hulbert
ISBN 0130782599
- *Marketing Management* by Russell S. Winer
ISBN 0130782580
- *Market-Based Management, 2e* by Roger J. Best
ISBN 0130145467
- *Marketing: An Introduction, 6e* by Gary Armstrong and Philip Kotler
ISBN 0130782564
- *Principles of Marketing, 9e* by Philip Kotler and Gary Armstrong
ISBN 0130782572

Here is how each chapter in *The Marketing Plan: A Handbook* corresponds to the material covered in specific chapters of these texts.

<i>Marketing Plan Chapter</i>	<i>Kotler, Marketing Management</i>	<i>Kotler, Framework for Marketing Management</i>
Chapter 1, Introduction to Marketing Planning	Chapter 3, Building Customer Satisfaction, Value, and Retention; Chapter 4, Winning Markets: Market-Oriented Strategic Planning	Chapter 3, Winning Markets Through Strategic Planning
Chapter 2, Analyzing the Current Situation	Chapter 6, Scanning the Marketing Environment; Chapter 9, Dealing with Competition	Chapter 4, Understanding Markets, Demand, and the Environment; Chapter 7, Dealing with Competition
Chapter 3, Understanding Markets and Customers	Chapter 5, Gathering Information and Measuring Demand; Chapter 7, Analyzing Consumer Markets; Chapter 8, Analyzing Business Markets	Chapter 4, Understanding Markets, Demand, and the Environment; Chapter 5, Analyzing Consumer Markets; Chapter 6, Analyzing Business Markets
Chapter 4, Segmentation, Targeting, and Positioning	Chapter 10, Identifying Market Segments and Target Markets; Chapter 11, Positioning and Differentiating the Market Offering	Chapter 8, Identifying Market Segments, Selecting Target Markets
Chapter 5, Objectives and Strategic Direction	Chapter 4, Winning Markets: Market-Oriented Strategic Planning	Chapter 3, Winning Markets Through Strategic Planning
Chapter 6, Marketing Strategies and Programs	Chapter 12, Developing New Market Offerings; Chapter 14, Product and Branding Strategy; Chapter 15, Designing/Managing Services; Chapter 16, Designing Price Strategies and Programs; Chapter 17, Designing and Managing Marketing Channels; Chapter 18, Managing Retailing, Wholesaling, Market Logistics; Chapter 19, Managing IMC; Chapter 20, Managing Advertising, Sales Promotion, Direct Marketing and PR; Chapter 21, Managing the Sales Force	Chapter 9, Developing Products; Chapter 10, Managing Products; Chapter 11, Designing/Managing Services; Chapter 12, Designing Pricing; Chapter 13, Selecting Channels; Chapter 14, Managing Retailing, Wholesaling; Chapter 15, Managing IMC; Chapter 16, Managing Sales Force; Chapter 17, Managing Direct Marketing
Chapter 7, Budgeting, Forecasting, Tracking Progress	Chapter 5, Gathering Information and Measuring Demand; Chapter 22, Managing the Total Marketing Effort	Chapter 3, Winning Markets Through Strategic Planning; Chapter 4, Understanding Markets and Demand
Chapter 8, Controlling Plan Implementation	Chapter 22, Managing the Total Marketing Effort	Chapter 3, Winning Markets Through Strategic Planning

<i>Marketing Plan Chapter</i>	<i>Kotler/Armstrong, Principles of Marketing</i>	<i>Armstrong/Kotler, Marketing: an Introduction</i>
Chapter 1, Introduction to Marketing Planning	Chapter 1, Marketing in a Changing World; Chapter 2, Strategic Planning	Chapter 1, Marketing in a Changing World; Chapter 2, Strategic Planning
Chapter 2, Analyzing the Current Situation	Chapter 3, Marketing Environment; Chapter 4, Marketing Research; Chapter 18, Competitive Strategies	Chapter 3, Marketing in the Internet Age; Chapter 4, Marketing Environment; Chapter 5, Managing Marketing Information
Chapter 3, Understanding Markets and Customers	Chapter 5, Consumer Markets; Chapter 6, Business Markets	Chapter 6, Consumer and Business Buyer Behavior
Chapter 4, Segmentation, Targeting, and Positioning	Chapter 7, Segmentation, Targeting, Positioning	Chapter 7, Market Segmentation, Targeting, Positioning
Chapter 5, Objectives and Strategic Direction	Chapter 2, Strategic Planning	Chapter 2, Strategic Planning
Chapter 6, Marketing Strategies and Programs	Chapter 8, Product and Services Strategy; Chapter 9, New-Product Development; Chapter 10, Pricing Considerations; Chapter 11, Pricing Strategies; Chapter 12, Distribution Channels; Chapter 13, Retailing/Wholesaling; Chapter 14, IMC; Chapter 15, Advertising/Promotion; Chapter 16, Personal Selling; Chapter 17, Direct/Online Marketing	Chapter 8, Products/Services Strategy; Chapter 9, New-Product Development; Chapter 10, Pricing; Chapter 11, Distribution Channels; Chapter 12, Retailing/Wholesaling; Chapter 13, IMC: Advertising, Sales Promotion, PR; Chapter 14, IMC: Personal Selling, Direct Marketing
Chapter 7, Budgeting, Forecasting, Tracking Progress	Appendix 1, Measuring/Forecasting Demand	Chapter 2, Strategic Planning
Chapter 8, Controlling Plan Implementation	Chapter 2, Strategic Planning	Chapter 2, Strategic Planning

<i>Marketing Plan Chapter</i>	<i>Capon/Hulbert, Marketing Management</i>	<i>Winer, Marketing Management</i>	<i>Best, Market-Based Management</i>
Chapter 1, Introduction to Marketing Planning	Chapter 1, Marketing and Management; Chapter 2, Environmental Imperative; Chapter 3, The Externally Oriented Firm	Chapter 1, Concept of Marketing; Chapter 2, Marketing Manager's Job; Chapter 13, Customer Relationship Management	Chapter 1, Market Orientation; Chapter 14, Building a Marketing Plan
Chapter 2, Analyzing the Current Situation	Chapter 2, Environmental Imperative; Chapter 5: Competitors and Complementers	Chapter 4, Marketing Research; Chapter 7, Market Structure and Competitor Analysis	Chapter 3, Market Definition; Chapter 6, Competitor Analysis; Chapter 11, Portfolio Analysis, Strategic Market Plans
Chapter 3, Understanding Markets and Customers	Chapter 4: Customers	Chapter 5, Consumer Behavior; Chapter 6, Organizational Behavior; Chapter 15, Technology-Based Markets	Chapter 4, Customer Analysis
Chapter 4, Segmentation, Targeting, and Positioning	Chapter 7, Market Segmentation/Targeting	Chapter 5, Consumer Behavior; Chapter 6, Organizational Behavior	Chapter 5, Market Segmentation
Chapter 5, Objectives and Strategic Direction	Chapter 8, Market Strategy; Chapter 9, Introduction and Growth Strategies; Chapter 10, Maturity and Decline Strategies	Chapter 3, Strategic Framework	Chapter 2, Market-Based Performance; Chapter 16, Profit Impact; Chapter 12, Offensive Marketing Plans; Chapter 13, Defensive Market Plans
Chapter 6, Marketing Strategies and Programs	Chapter 11, Managing Brands; Chapter 12, Managing the Product Line; Chapter 13, Developing New Products; Chapter 14, IMC; Chapter 15, Directing Sales; Chapter 16, Distribution; Chapter 17, Services and Customer Service; Chapter 18, Managing Price and Value; Chapter 21, Marketing and the Internet	Chapter 8, Communications; Chapter 9, Distribution; Chapter 10, Personal Selling; Chapter 11, Pricing; Chapter 12, Sales Promotion; Chapter 14, Service Markets; Chapter 17, New Product Development	Chapter 7, Product Strategies; Chapter 8, Pricing Strategies; Chapter 9, Channels and Sales; Chapter 10, Marketing Communications

<i>Marketing Plan Chapter</i>	<i>Capon/Hulbert, Marketing Management</i>	<i>Winer, Marketing Management</i>	<i>Best, Market-Based Management</i>
<i>continued</i>			
Chapter 7, Budgeting, Forecasting, Tracking Progress	Chapter 3, Externally Oriented Firm		Chapter 2, Market-Based Performance; Chapter 15, Strategy Implementation; Chapter 16, Profit Impact of Market-Based Management
Chapter 8, Controlling Plan Implementation	Chapter 2, Environmental Imperative; Chapter 20, Monitor/ Control Execution		Chapter 15, Strategy Implementation

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This book is dedicated to my beloved husband, Wally Wood, who offers love, friendship, and wise counsel at every twist and turn along life's journey.

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Marian Burk Wood has held vice-presidential level positions in corporate and non-profit marketing with Citibank, Chase Manhattan Bank, and the National Retail Federation, as well as management positions with national retail chains. Working with well-known academic experts, she has co-authored undergraduate college textbooks on principles of marketing (with Dr. Bill Nickels of University of Maryland), principles of advertising (Courtland Bovée of Grossmont College), and principles of management (Courtland Bovée of Grossmont College). Wood has developed dozens of marketing plans over the years for a wide range of goods and services. She has also created detailed, realistic chapters, cases, features, exercises, and print and electronic supplements for numerous college texts in marketing and related disciplines. Wood holds an M.B.A. in marketing from Long Island University in New York and a B.A. from the City University of New York.

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