

Strategic Marketing

Unit One – Marketing Planning Process



Course Layout and Overview

- ▶ Five units
 - ▶ **Unit One: Marketing Planning Process**
 - ▶ Unit Two: Marketing Research
 - ▶ Unit Three: Consumer Behavior
 - ▶ Unit Four: Brand Strategy
 - ▶ Unit Five: Marketing Communications



Unit One Learning Outcomes

- ▶ Explain the importance of the marketing planning process for a marketer
- ▶ Relate the environmental analyses methods of SWOT and PESTLE to the marketing planning process
- ▶ Apply the 4Ps of marketing (the marketing mix) to plans for marketing a product or service
- ▶ Relate segmentation, targeting, positioning, and differentiation to marketing plans for specific groups
- ▶ Apply the concepts of ethics and social responsibility to marketing planning to protect people and the environment



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit One Overview Topics

- ▶ The marketing planning process
- ▶ Environmental analysis methods of SWOT and PESTLE
- ▶ The 4Ps of marketing
- ▶ Segmentation, targeting, positioning, and differentiation
- ▶ Ethics and social responsibility



Marketing Planning Process Vocabulary

- ▶ 4Ps of marketing
- ▶ Differentiation
- ▶ Marketing planning process
- ▶ PESTLE analysis
- ▶ Positioning
- ▶ Segmentation
- ▶ Socially responsible
- ▶ SWOT (strengths, weaknesses, opportunities, and threats)
- ▶ Target market



The Marketing Planning Process

- ▶ Strategic Plan
- ▶ Resources needed to complete the plan
- ▶ Goal alignment with the organization



Environmental Analysis Methods of SWOT and PESTLE

SWOT

- ▶ Strengths
- ▶ Weaknesses
- ▶ Opportunities
- ▶ Threats

PESTLE

- ▶ Political
- ▶ Economic
- ▶ Social
- ▶ Technological
- ▶ Legal
- ▶ Environmental



The 4Ps of Marketing

- ▶ Product - What needs and wants does this product address?
- ▶ Price - Is the price comparable with similar products on the market? Or are there special features that similar products do not have, and should this product be marketed as high end?
- ▶ Place - Where will this product be sold?
- ▶ Promotion - How will this product be promoted? What are the key features and benefits?



The Marketing Mix

THE MARKETING MIX



Segmentation, Targeting, Positioning and Differentiation

- ▶ Segmentation
- ▶ Target Market
- ▶ Positioning
- ▶ Differentiation



Segmentation Examples

Bookends Target Segment Profiles

Characteristics	Bored Empty-Nesters	Busy Families	Hipster Wannabes
Age & family status	45-75, mix of single and married	25-50, mostly married with kids under 12	15-35, mostly single
Most likely to visit Bookends:	Daytime, evenings, weekends, holidays	After school, weekends, summertime, holidays	Evenings & weekends
Most likely to buy:	Cards, gifts, novels, history/biography	Kids' books, how-to books, bestsellers	Magazines, used books, graphic novels, snacks
Why they come to Bookends	Socialize, shop, read	Family outing	Socialize
Communications preferences	Hard copy, email, face-to-face	Email, texting, Facebook	Texting, Twitter, Instagram & beyond
Effective promotions	Coupons, loyalty cards	Loyalty points (recorded electronically)	Point-of-sale
What they wish Bookends would offer	Book clubs & discounts	More hours in the day	Coffee, beer & wine, live music
% of all customers/month	36%	27%	21%
Avg. # customers/month	144	108	84
% of monthly revenue	43%	29%	18%
Avg. monthly revenue/person	\$30	\$27	\$21

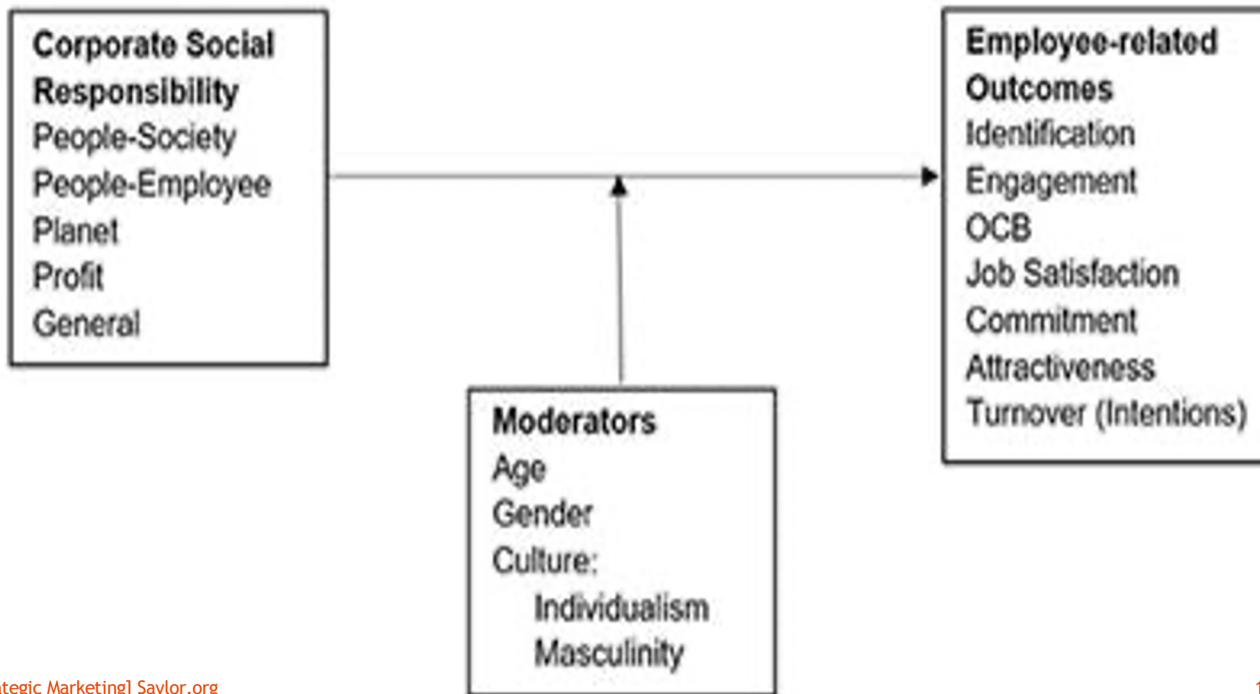


Ethics and Social Responsibility

- ▶ Why is it important to consider social responsibility
- ▶ Keurig and K-cups
- ▶ Marketing to teens or children



Social Responsibility and Ethics



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Conclusion

▶ Unit One Learning Objectives

- ▶ Explain the importance of the marketing planning process for a marketer
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What's Next?

- ▶ Unit Two: Marketing Research

