

Marketing Management

Marketing Plan

BBA(ms) IV

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Marketing Plan

- Summary of proposed plan
- Current marketing data on product, competition, distribution, market
- Market opportunity and Analysis
- Marketing goals in terms of sales volumes, market share and profit

Marketing Plan

- Marketing strategy-marketing approach that will be used to achieve the plan's objectives
- Action program-presents the special marketing plan designed to achieve the business objectives
- Forecasts the plan's expected financial outcomes

Marketing Information system(MIS)

- MIS consists of people, procedures, to gather, sort, analyze, evaluate& distribute needed timely accurate information to marketing decisions.
- Internal records system-salespeople, dealers & customers dispatch orders, invoices
- Sales reporting system-marketing managers need up to date reports, current sales report

Marketing Information Systems

- Marketing Intelligence System- set of procedures & sources used by managers to obtain everyday information
- Marketing environment - customers, suppliers, distributors, company are some methods used to gather marketing intelligence