

UNIT 16: LO2. Compare ways in which travel and tourism organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

UNIT 2: LO2. Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

Marketing Planning Process; What is

A systematic approach for developing marketing goals, strategy and implementation tactics. It may be adapted to a wide variety of situations, from the launch of a new firm or practice area to the repositioning of an existing firm — even the routine planning of new business development activities.

Why Plan?

The preparation of marketing plans can be viewed as a welcome distraction from the everyday running of a business, providing the opportunity to put in some solid thinking about where the business needs to be going. Alternatively it may be seen as a necessary evil, a time-consuming process producing a report that rapidly dates and is soon forgotten.

Benefits of Planning

- ▶ To help identify sources of competitive advantage
- ▶ To force an organized approach
- ▶ To ensure consistent relationships
- ▶ To inform
- ▶ To get resources
- ▶ To get support
- ▶ To gain commitment
- ▶ To set objectives and strategies
- ▶ To spell out the desired mix of products and services

Barriers to Planning

- ▶ The culture of the organization - is it focused internally rather than externally?
- ▶ Power and politics
- ▶ Analysis - not action
- ▶ Resource issues - money and time
- ▶ Skills and technology - may not match customer need
- ▶ Ability to challenge existing ideas

Marketing Planning Process

STEP ONE Mission

- 1 Mission Statement
- 2 Corporate Objectives

STEP TWO Situation Analysis

- 3 Identify Opportunities
- 4 5C Analysis
(Company, Customers, Competitors, Collaborators, Climate)
- 5 SWOT Analysis
(Strengths, Weaknesses, Opportunities, Threats)
- 6 PEST Analysis
(Political, Economic, Social, Technical)

STEP THREE Marketing Strategy

- 7 Define Your Target Audience
- 8 Set Measurable Goals
- 9 Develop Budget

STEP FOUR Marketing Mix

- 10 Product Development
- 11 Pricing
- 12 Promotion
- 13 Place and Distribution

STEP FIVE Implementation and Control

- 14 Put Plan into Action
- 15 Monitor results



Marketing Planning Process; Types

1. Strategic Planning:

Planning at the corporate level will look at the direction, resource issues, and objectives for the company as a whole. Marketing planning then looks at the issues and objectives for the marketing area, with the consumer at the heart of its thinking.

1. Tactical Planning:

Operational planning is about the direction of the company's operations and how these fit in with the objectives set.

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Marketing Planning Process; Issues

1. Confusing Strategy with Tactics
2. Lack of Resources
3. Assumptions About Your Customers

Bibliography

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