

Marketing Plans – How to prepare them: How to use them

i.e. Middle managers, Marketing managers , team leaders and supervisors responsible for marketing the business

Duration

i.e. 2 contact days

Hours of Teaching

i.e. 16 contact hours

Self study

i.e. Half hour per contact hour

– 24 notional hours

NQF Level

6

Admission Requirements

i.e. Matric plus 5 years working experience in an operational role

Learning outcomes

Upon successful completion of the course learners will:

Input a maximum of 8 outcomes. Use the attached Bloom's Taxonomy for application.

1. Understand and demonstrate how to prepare a marketing plan for their business or business unit
2. Understand how to use a marketing plan in their business or business unit
3. Know how marketing planning should be done, how often, by whom and how.
4. Outline and understand the difference in marketing planning in a large and small company, a diversified and undiversified company, and an international and a domestic company
5. Identify what the relationship is between operational (one year) and strategic (longer term) marketing planning
6. Know how the marketing planning process works, how to carry out a marketing audit, how to set marketing objectives and strategies and how to design and implement a simple marketing system.

Course Content

Input a maximum of 10 headings/topics

1. Understanding the Marketing Process
2. Why is marketing Planning essential
3. The Marketing Planning Process
4. Completing the Marketing Audit
5. Setting Marketing Objectives and strategies
6. The Communication Plan
7. The pricing Plan
8. The Distribution Plan
9. Marketing Information Forecasting and organizing for Marketing Planning
10. Designing and Implementing a Marketing Planning system

Assessment

Formative assignments in class counts 30 percent of final mark – could be group assignments

Summative individual assignment – 70 percent of final mark

Delivery Site

Both on campus or at client offices

IP Owner

Wits University

Commencement Date

March 2016

