

You probably do a lot of planning without realising it. Can you imagine arranging to meet a group of friends for a picnic without first deciding who will bring what food, who will bring the barbeque, chairs and rugs, where you'll go and precisely when and where you'll meet up? Or not agreeing an alternative plan in case it rains?

For the much more complex job of running a marketing team, you need clearly established goals and measures of success and a written plan to achieve them, detailing who will do what, when. You need to make sure everyone understands the plan and is willing to work towards achieving it, which means that involving others, particularly those affected by the plan and those who will implement it, is sensible. You may also need to gain approval for your plan from others in the organisation before setting your plan in motion.

The effort of setting your marketing goals and thinking through how best to achieve them is worth it because clear plans curtail chaos, missed deadlines, blown-out schedules and people scratching their heads wondering what to do.

Planning establishes what we will do but plans are seldom perfect. You need also to expect the unexpected; monitoring will help us determine if our plan is unfolding – after all “anything that can go wrong will go wrong”. In this course we will look at how planning and controlling your marketing activities are linked and we will also consider the benefits of implementing controlling measures.

What will I achieve from this course? By the end of this course you will be able to:

- Know how to prepare and present your marketing action plan and estimate and secure the resources your plans need according to your organisations guidelines and requirements.
- Know how to give your plan the best possible chance of success.
- Know how to monitor your plan easily and effectively.
- Know how to measure and review your marketing activities against expected outcomes and make recommendations for improvements

This course leads to achievement of the following Unit of Competency:  
BSBMKG414A Undertake marketing activities

How long will this course take?

- This course is delivered over two 4-hour sessions.  
Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.

