

Key ingredients of the marketing management process are insightful, creative marketing strategies, and plans that can guide marketing activities. Developing the right marketing strategy over time requires a blend of discipline and flexibility. Firms must stick to a strategy but also find new ways to constantly improve it. Increasingly, marketing must also develop strategies for a range of products and services within the organisation.

### The course at a Glance:

Market-oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organisation's objectives, skills, and resources and its changing market opportunities. The aim of strategic planning is to shape the company's businesses and products so that they yield target profits and growth. Strategic planning takes place at four levels: corporate, division, business unit, and product.

Strategic planning for individual businesses entails the following activities: defining the business mission, analysing external opportunities and threats, analysing internal strengths and weaknesses, formulating goals, formulating strategy, formulating supporting programs, implementing the programs, and gathering feedback and exercising control.

Each product level within a business unit must develop a marketing plan for achieving its goals. The marketing plan is one of the most important outputs of the marketing process.

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

- Explain the strategic planning process.
- Describe the steps in marketing planning.
- Explain operational planning.
- Discuss some of the important aspects of an organisation's internal environment.
- Explain why marketers scan an organisation's external business environment.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities

BSBMKG502B Establish and adjust marketing mix

BSBMKG602A Develop a Marketing Plan

### 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.

