



## Exercise Worksheets

# Profit: the role of world class strategic marketing planning

Malcolm McDonald

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If you are an individual completing these exercises, think carefully about the answers and their implications. Draw conclusions and make a note of these as you proceed. If you are a Manager or a Trainer, use the 'interpretation' notes to run a discussion, drawing conclusions as you go.

## Introduction to exercises

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The first four exercises are intended to give you an opportunity to explore ways of looking at marketing. Exercise 1 enables you to make an assessment of your own beliefs about marketing; the remaining three exercises can be applied to your organization.

Exercises 5 to 8 are intended to embed thinking and understanding about the need for putting strategy before tactics and for a meaningful mission or purpose statement before embarking on strategic marketing planning



These eight exercises take you as far as slide 14 in the video and can take half a day to complete.

## Exercise 1

## Your beliefs about marketing

Below are a number of definitions of marketing that have appeared in books and journals over the last twenty or so years. Read through them carefully and note on a piece of paper the numbers of those that most accurately reflect your own views.

While there is no upper limit to the number of definitions you can choose, try, if you can, to limit your choice to a maximum of nine or ten definitions.

1. 'The planning and execution of all aspects and activities of a product so as to exert optimum influence on the consumer, to result in maximum consumption at the optimum price and thereby producing the maximum long-term profit.'
2. 'Deciding what the customer wants; arranging to make it; distributing and selling it at a profit.'
3. Marketing perceives consumption as a democratic process in which consumers have the right to select preferred candidates. They elect them by casting their money votes to those who supply the goods or services that satisfy their needs.'
4. 'The planning, executing and evaluating of the external factors related to a company's profit objectives.'
5. 'Adjusting the whole activity of a business to the needs of the customer or potential customer.'

6. '... marketing is concerned with the idea of satisfying the needs of customers by means of the product and a whole cluster of things associated with creating, delivering and, finally, consuming it.'

7. 'The total system of interacting business activities designed to plan, price, promote and distribute products and services to present and potential customers.'

8. '{Marketing is} the world of business seen from the point of view of its final result, that is from the customer's viewpoint. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.'

9. 'The activity that can keep in constant touch with an organization's consumers, read their needs and build a programme of communications to express the organization's purposes.'

10. 'The management function which organizes and directs all those business activities involved in assessing and converting customer purchasing power into effective demand for a specific product or service and moving the product or service to the final customer or user so as to achieve the profit target or other objectives set by the company.'

11. 'The marketing concept emphasizes the vital importance to effective corporate planning and control, of monitoring both the environment in which the offering is made and the needs of the customers, in order that the process may operate as effectively as is humanly possible.'

12. 'The organization and performance of those business activities that facilitate the exchange of goods and services between maker and user.'

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