



Teaching Pack

Profit: the role of world class strategic marketing planning

Malcolm McDonald

Teaching Pack Contents

Introduction	3
Part 1 Challenges and How World Class Companies Deal With Them	4
Part 2 The Need for Marketing Planning.....	13
Part 3 Where to Begin	17
Part 4 An Overview of the Total Process	18

Introduction

Teachers or Training Managers will observe that students/managers should be able to complete the whole module using the exercises and interpretation notes in the workbook.

It has been suggested that, if done properly, five working days should suffice.

The purpose of this Teaching Pack is to enable Teachers or Training Managers to supplement the Student Pack with additional PowerPoint slides and teaching aids, even though the workbook can be used successfully without Tutor intervention.

This Teaching Pack refers to Workbook PowerPoint slides used in the Strategic Marketing Planning video. This image has been used to show which slide is being referred to from the video:



References are also made to the PowerPoint slides provided for Tutors.

This Teaching Pack is in four parts in order to match the objectives spelled out in the Workbook.

- Part 1 – Challenges and how world class companies deal with them
- Part 2 – The need for marketing
- Part 3 – Where to begin
- Part 4 – An overview of the total process

Part 1

Challenges and How World Class Companies Deal With Them



This section takes the Tutor as far as slide 15 in the Workbook, seen below:



Key elements of world class marketing

1. Profound understanding of the market-place
2. Creative segmentation and selection
3. Powerful differentiation positioning and branding
4. Effective marketing planning processes
5. Long-term integrated marketing strategies
6. Institutionalised creativity and innovation
7. Total supply chain management
8. Market-driven organisation structures
9. Careful recruitment, training and career management
10. Vigorous line management implementation

Oxfordlearninglab.tv sponsored by Oxford College of Marketing

Workbook Slide 15: Key elements of world class marketing

Chapter extract

**To buy the full chapter, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=213)

[oryID=213](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=213)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com