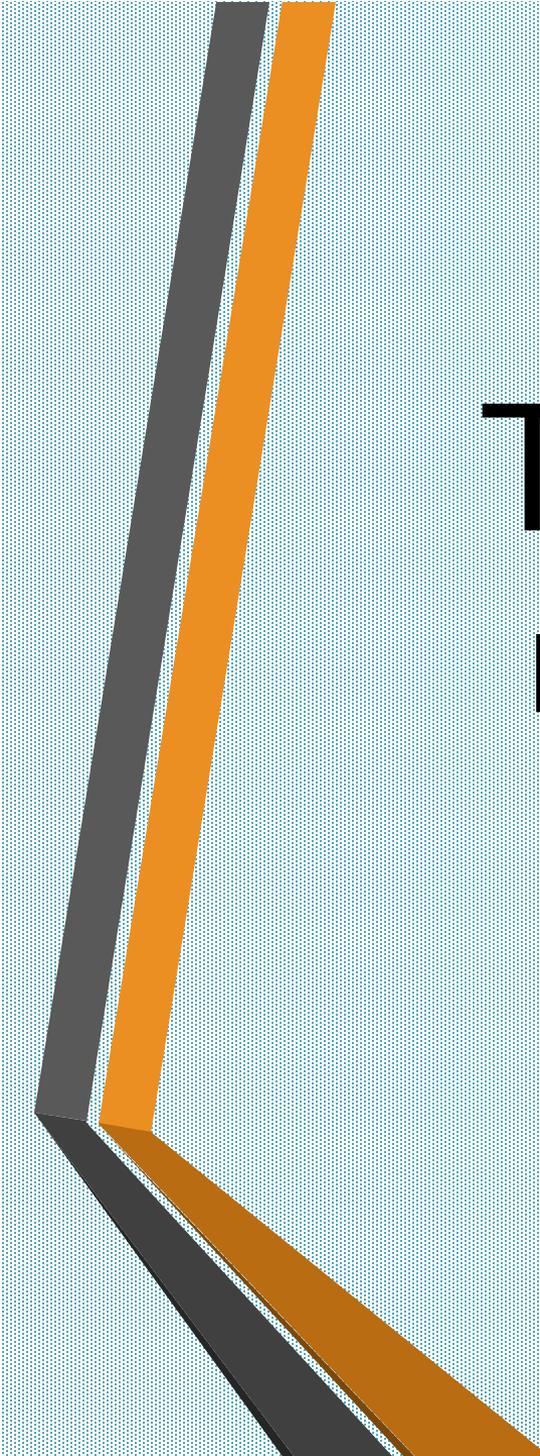


Marketing Level 4

April 2020

By: Titi L



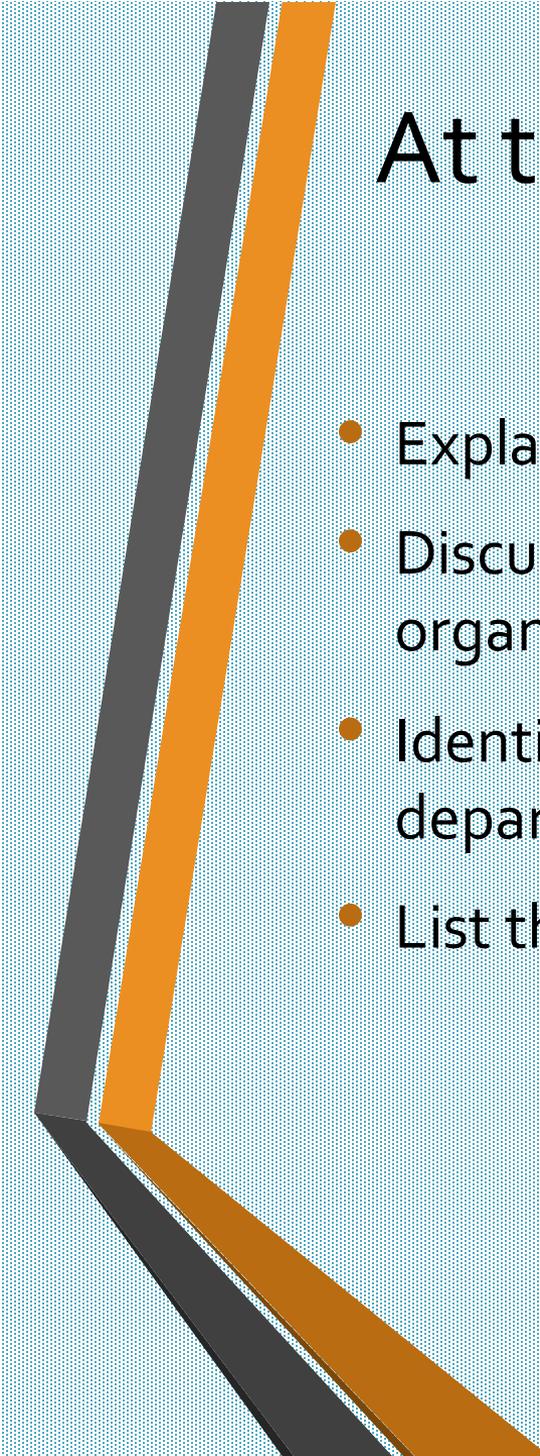


Topic 5

Marketing performance and objectives

Purpose of this module is to:

- Learn about how marketing can give inputs into strategic business plans;
- How to meet and report on marketing performance and objectives;
- Why marketing departments should give inputs into strategic business plans;
- Learn about marketing performance standards;
- Learn how to plan marketing programmes, and follow how to meet marketing objective within the time frames.



At the end of this topic students must be able to :

- Explain what a strategic business plan is;
- Discuss the importance of a business strategic plan to marketing organisations;
- Identify and explain types of input that can be given by the marketing department to the strategic plan;
- List the advantages of giving marketing inputs to a business strategic plan.

Strategic Business Plan

- Is a plan that identifies the **nature of the business**, and includes the company's **vision and mission statement**. It helps to **guide employees** when they make **important decisions** about the company.

Strategic Planning Cycle



Reasons for Business Plans in Marketing Organisations

- It helps to make sure that it **grows in size** and **produces sales**;
- Helps to **keep up** with other **marketing organisations**;
- Helps to **keep up** with **international trends**;
- Helps to meet the **changing demands** of consumers;
- Helps to keep up with **technological changes**.



The marketing department of an organisation
can give valuable inputs into the strategic
business plan

Types and advantage of inputs

The marketing department is able to give input about the product or the services that the organisation provides:

- How do we **produce** the product?
- How do we **get** the product?
- What will our product **cost**?
- How will we **promote or communicate** about our product?



Marketing developer must have the following to give good inputs into the strategic business plan:

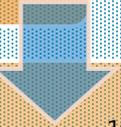
A good knowledge of your customers needs, and how your product can meet those needs



A good awareness of how well your business is doing , comparing to your competitors



An awareness of how the business environment changes.



A good attitude and willingness to improve your product.

KEY WORDS

Strategic Business Plan:

is a plan that identifies the nature of the business and includes the company's vision mission statement.

Vision statement: identifies the kind of enterprises the company is building and where it should be headed.

Mission statement:

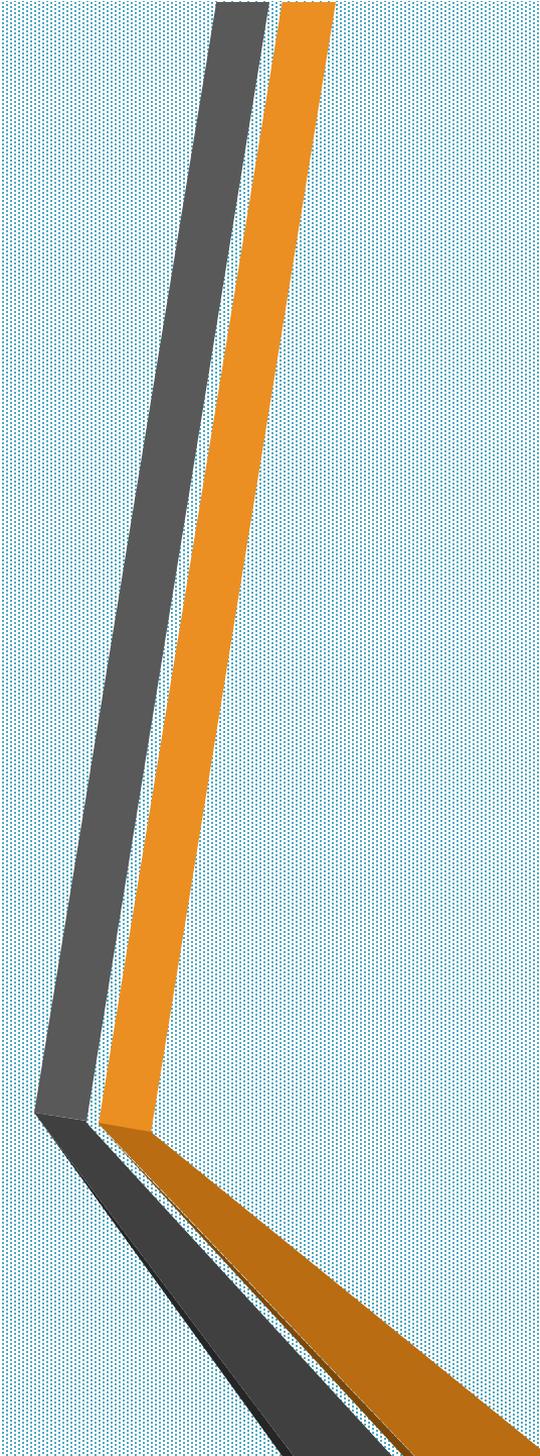
outlines what business the company is currently involved in and customers needs it is presently serving.

Input: a statement that express a personal opinion or a belief or add information.



Learning activity

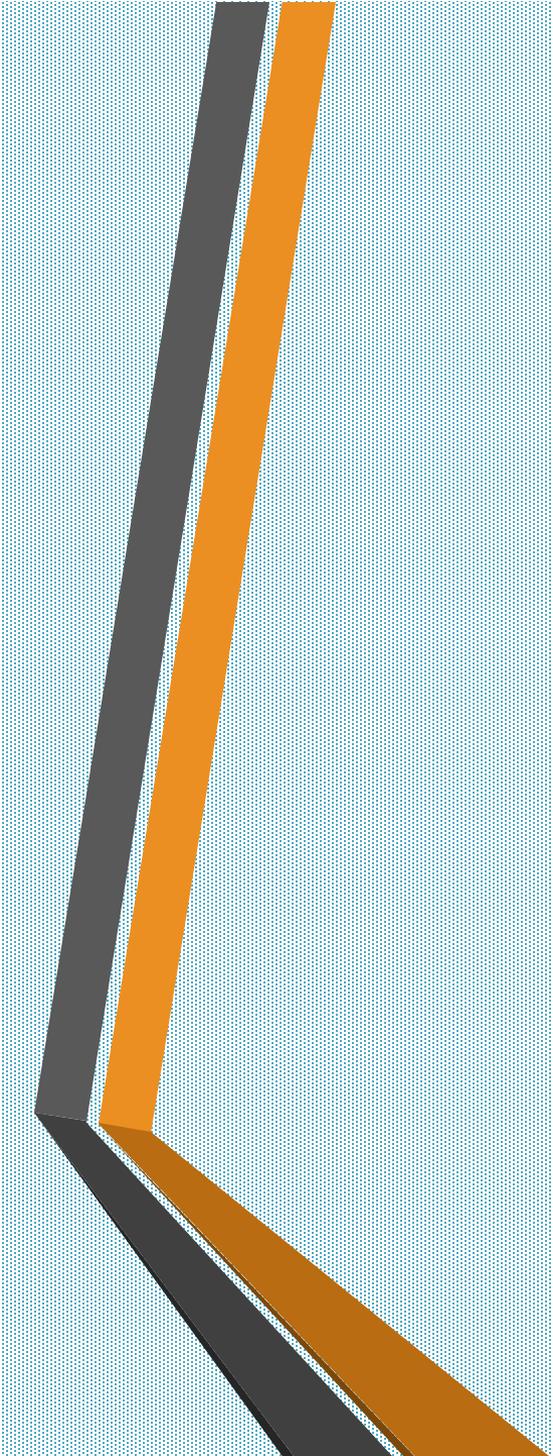
1. What is strategic business plan?
2. Give four reasons why a marketing organisation should have a strategic business plan



**“STRATEGIC PLANNING IS WORTHLESS -
UNLESS THERE IS FIRST A STRATEGIC VISION.”**

JOHN NAISBITT

 Lifehack Quotes



Thank you