

# Information Pack

## Introduction to Marketing



## INTRODUCTION

This unit is designed to introduce you to the principles of marketing. It will enable you to develop a basic understanding on how to create or be involved in creating a marketing plan and to employ elements of the marketing mix to achieve results.

Marketing put simply is about putting the right product in the right place, at the right price, at the right time. Sounds simple, no? Well, not always. There are so many factors you need to consider when marketing a product or service. And, if you get just one element wrong, it can be a disaster for your whole campaign. While you will learn the underpinning theories and frameworks, you will also be able to relate these to real-world examples, including products/services that you encounter in their own daily lives.

**SAMPLE**

## GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see sub-headings that will coincide with the learning outcomes, in related units. Therein you will encounter the following structures;

### Purpose

Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.

### Theory

Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.

### Example

The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.

### Question

Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence. As an Online Learner it is important that the answers to questions are immediately available to you. Contact your Unit Tutor if you need help.

### Challenge

You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.

### Video

Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

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**SAMPLE**

## Marketing Plan

It is in the marketing plan that the operational detail, turning strategies into implementable actions, is developed. The marketing plan is a detailed written statement specifying target markets, marketing programmes, responsibilities, time scales and resources to be used, within defined budgets. Most marketing plans are annual, but the number and focus will vary with the type of organisation. The plan may be geographically based, product based, business unit based, or oriented towards specific segments. An overall corporate marketing plan in a large organisation might, therefore, bring together and integrate several plans specific to individual SBU's. Planning at SBU level and then consolidating all the plans ensures that the corporate picture has enough detail and allows overall implementation and control to be managed.

## Marketing Programmes

Marketing programmes are actions, often of tactical nature, involving the use of marketing mix variables to gain an advantage within the target market. These programmes are normally detailed in the annual marketing plan and are the means of implementing the chosen marketing strategy. Programmes provide clear guidelines, schedules and budgets for the range of actions proposed for achieving the overall objectives. These are determined within the framework of overall marketing plan to ensure that activities are properly integrated and that appropriate resources are allocated to them.

## Organisational objectives and resources

Marketing strategists need to be guided by what the organisation is striving for, what its objectives are and what resources it has to implement them. Some organisations might have very ambitious growth plans, while others might be content with fairly steady growth or even no growth at all, that is consolidation. Clearly, each of these alternatives implies different marketing approaches to marketing.

Resources are not only financial, but they also include skills and expertise, in other words, any area of the organisation that can help add value and give a competitive edge. The exploitation, through marketing, of things that the organisation does well, such as manufacturing, technical innovation, product development or customer service, might help to create non-financial assets such as reputation and image, which are difficult for companies to copy.

## Types of Plan

It is important to distinguish between plans, the outcomes of the planning process, and planning, the process from which plans are derived. While the process of planning is fairly standard and can be transferred across functions and organisations, there are often wide variations in the actual use of plans to guide strategy and operations. This is partially because there are several different types of plan that can emerge from planning process. Plans may be differentiated in terms of a number of features. These are as follows;

## Organisational level

Managers are involved with planning at all levels of an organisation. The concerns of managers, however, change at higher levels of the organisation, and the complexities affecting planning also change. The more senior the manager, the more long-term and strategic becomes the focus. At the highest level, the concern is for the whole organisation and how to allocate resources across its various functions or units. At lower levels, the focus is on implementation within a shorter-term horizon, and on operating within clearly specified parameters.

## Timescale

Plans may be short, medium or long term in focus. Short term normally means the shortest period of time appropriate to the operations of the organisation. Normally, this is one year or in some industries such as fashion this may be per season. Medium term plans are more likely to cover a one to three-year period. The focus is not so much the day to day operations and detailed tactical achievement as on renewal. This could include the opening up of a new market, a new product innovation, or a strategic alliance to improve market position. Long term plans can be anything from three years plus long. With the timescale often dictated by capital investment periods. Long term plans are nearly always strategic in focus and is concerned with resource allocation and return.

## Regularity

Most long-term plans have annual reviews to monitor progress. Shorter term plans are often part of a hierarchy linking strategy with operations. Some plans, however, are not produced regularly as part of an annual cycle, but are campaign, project or situation specific. A campaign plan, for example for a specific advertising campaign, might have a limited duration to achieve defined objectives. Project plans are specific to particular activities, perhaps a new product launch, a change of distribution channels, or a new packaging innovation. These activities are of fixed duration and are not necessarily repeated.

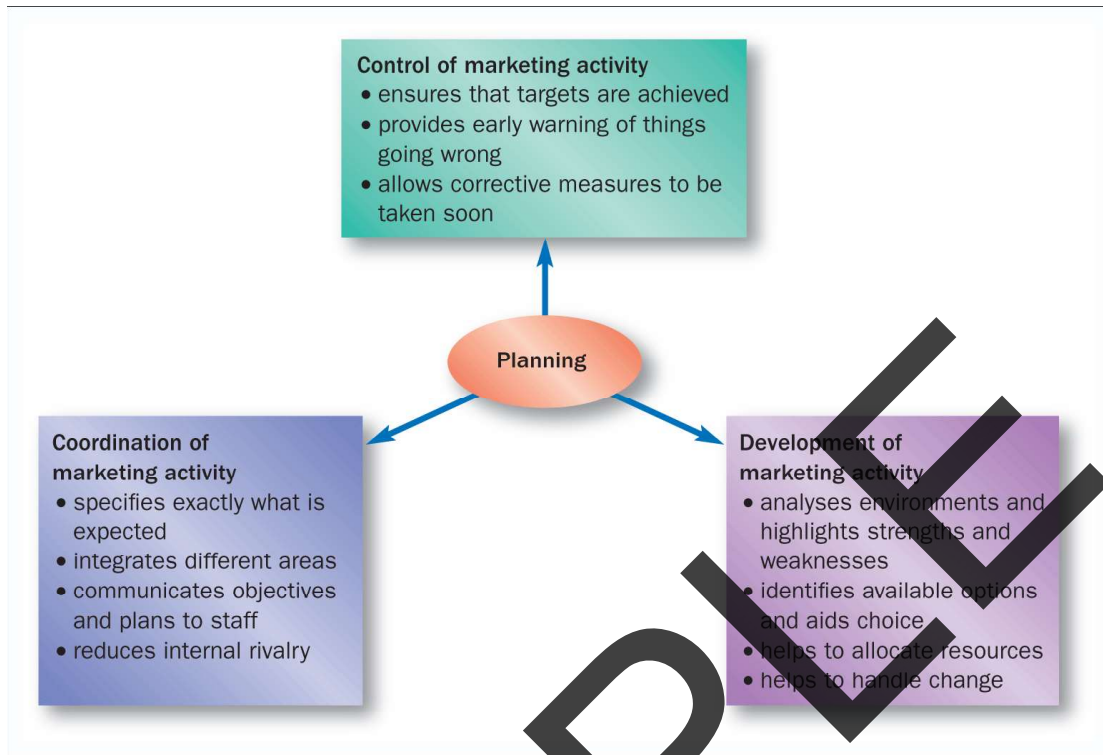
## Focus

Plans will vary in their focus across the organisation. Corporate plans refer to long term plans specifying the type of business scope desired and the strategies for achieving it across all areas of the business. The focus is on technology, products, markets, resources that define the framework within the individual parts of the organisation can develop more detailed strategies and plans. Functional or operational plans, therefore, are developed within the context of the organisational corporate plan but focus on the implementation of day to day or annual activities within various parts of the organisation.

## Organisational Focus

Plans will vary according to the nature of the organisation itself. If the organisational focus is products' then plans will also take that focus. While if markets or functional areas are emphasised plans will reflect that structure. There are several benefits to be gained from taking an organised approach to planning marketing activity.





### The marketing planning process

The purpose of marketing planning has been defined as:

“to find a systematic way of identifying a range of options, to choose one or more of them, then to schedule and cost out what has to be done to achieve the objectives” (McDonald, 1989 p.13)

