



Feeding the Marketing Plan with Innovation and Responsibility

By Matteo Fabbi

GRIN Verlag Okt 2011, 2011. sonst. Bücher. Book Condition: Neu. 211x4x17 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 82%, University of Westminster, course: BA Global Marketing , language: English, abstract: Through my three years of marketing studies, I have come to understand that marketing planning never has been the simple step-by-step approach described so enthusiastically in most prescriptive texts and courses. According to MacDonald, M (2004), the moment an organisation embarks on the marketing planning path, it can expect to encounter a number of complex organisational, attitudinal, process and cognitive problems, which are likely to block progress. In order to identify those processes and problems this paper went through an investigation of the various stages when writing a marketing plan. It also made an attempt to provide new and fresh insights for the consideration of thinking marketing plans in today's Global environment. It made use of marketing theories and models taken from textbooks and online resources, but also practical example to further explain five main factors, in order: the consideration involved in deciding the...

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