

International Marketing Planning

Outline Structure for the Marketing Plan

The second assessment on this module is a 2,500-word +/- 10% outline marketing plan. It's called an outline marketing plan because it's shorter than a marketing plan in real life practice!

This plan will provide a situational analysis for an organisation of your choice (this could be the organisation you work for), set out objectives and a recommended strategy, and provide detail on the operational elements of the tactical marketing mix for the next 12 months for ONE geographic market and ONE target segment. Remember, this is an integrated marketing plan so all sections need to link together logically, as if you are telling a story!

This should include a theoretical critique examining the robustness of the plan, a consideration of the effectiveness of models and frameworks utilised in the specified industry context, and any differences between the theoretical underpinning and practice elements. The purpose of this assessment is to assess your ability to employ concepts and theory from the field of marketing to practice for an organisation and industry of your choice.

To support your learning, in Week 5, you will submit a draft of your SWOT analysis and will receive feedback in Week 6. You should use this feedback to improve your final submission.

The word count includes everything in the main body of the text (including headings, tables, citations, quotes etc). It does not include your reference list. The word count should be clearly stated on the first page of the assignment.

In your Appendix, you are allocated 4 pages for additional tables with excessive word count. It is suggested that you include your PESTEL analysis and any risk assessment data here. Your SWOT should be in the main body of text.

This is a suggested layout for your marketing plan:

Introduction – approx. 100 words

Keep this short. Introduce the selected organisation, who they are, brief history, size, type of business, location, etc.

Situational Analysis – approx. 500 words

This is where you explain the organisation's current position. You worked on this in Weeks 1-3. Present your SWOT analysis as an image, and key drivers / challenges analysis here. You may also want to draw on the analysis you did for your audit to tell

this 'story', using your PESTEL, competitor analysis, marketing mix analysis, product and stakeholder analysis, etc. Small tables/models can be presented in the main body as images, refer to larger tables in the appendix.

Objectives – approx. 100 words

You may wish to draw on the organisation's real strategic objectives to support the development of the marketing objectives. Write them out in appropriate language – see Week 3.

Strategy – approx. 750 words

What strategy will you take to achieve those objectives? Use theory to help you to justify your approach. Think about competitive strategies, segmentation, targeting and positioning. We have a limited word count for this assignment, so you have been advised to restrict your activities to the next 12 months, ONE geographic market and ONE target segment. You could use your positioning map if you write one in this section.

Tactics – approx. 750 words

What tactics will you use to follow the chosen strategy and help you to achieve the objectives? Again, use theory to support the justification of the approach. This is where you will set out a plan for the marketing mix – product, price, place, and promotion, then people, physical evidence and process for the service Ps. Try to keep it integrated so the choices make sense – e.g. a high end brand would have a premium price and provide a luxury shopping experience.

Action – approx. 100 words

How will you make this happen? You could include a timeline, an illustration of the breakdown of tasks, allocation of human resources, etc. A budget is not necessary for this assignment as it would be very difficult to estimate costs of promotions, etc.

Control – approx. 200 words

How will you measure and control performance? This is where consideration of risks, market scanning and performance metrics will be helpful.

Appendix

Reference List – Harvard Referencing must be used.

Additional Tables – 4-page limit... should include PESTEL analysis, risk assessment data, large tables / illustrations, etc.