

marketing plan examples

marketing plan examples serve as essential tools for businesses aiming to establish a clear roadmap for achieving marketing objectives. These examples demonstrate how companies can strategically align their marketing efforts with overall business goals, target the right audience, and utilize various promotional tactics. A comprehensive marketing plan typically includes an analysis of the market environment, defined marketing goals, budget allocation, and performance metrics. Understanding different marketing plan examples can help organizations tailor their strategies to specific industries, products, or services. This article explores various types of marketing plan examples, their key components, and practical templates that businesses can adapt. Additionally, it highlights the importance of integrating digital marketing techniques and measuring campaign effectiveness. Below is the table of contents outlining the main sections covered in this article.

- Understanding Marketing Plan Examples
- Key Components of Effective Marketing Plans
- Types of Marketing Plan Examples
- Step-by-Step Guide to Creating a Marketing Plan
- Tips for Optimizing Marketing Plans

Understanding Marketing Plan Examples

Marketing plan examples provide practical illustrations of how organizations structure their marketing strategies to achieve growth and competitive advantage. These plans offer insight into the strategic thinking behind targeting, positioning, and messaging, while also detailing tactics such as advertising, promotions, and digital outreach. By examining real-world and hypothetical examples, businesses can identify best practices and common pitfalls to avoid. Understanding these examples is fundamental for marketers seeking to develop or refine their own marketing blueprints that resonate with their target markets and drive measurable results.

Purpose and Importance of Marketing Plans

A marketing plan acts as a strategic guide that outlines a company's marketing objectives and the actions needed to achieve them. The primary purpose is to ensure that marketing activities are aligned with broader business goals, fostering consistency and focus in promotional efforts. Well-crafted marketing plan examples illustrate how companies allocate resources efficiently, anticipate market trends, and respond to competitive pressures. Moreover, these plans facilitate coordination across departments, improve communication, and provide benchmarks for evaluating marketing performance.

How Marketing Plan Examples Inspire Strategy Development

Examining marketing plan examples can inspire creativity and innovation in strategy development. They showcase diverse approaches tailored to different industries, customer segments, and marketing channels. These examples often highlight how to leverage unique value propositions, craft compelling messages, and select appropriate marketing mix elements. By analyzing successful marketing plans, companies can adapt proven strategies to their specific contexts, enhancing the likelihood of campaign success.

Key Components of Effective Marketing Plans

Effective marketing plan examples typically contain several critical components that work together to form a cohesive strategy. These elements provide structure and clarity, enabling marketers to communicate their plans clearly to stakeholders and execute them effectively. Understanding these components is crucial for developing comprehensive marketing plans that address all necessary aspects of the marketing process.

Market Research and Analysis

Market research is the foundation of any marketing plan, providing insights into customer needs, preferences, and behaviors. It also involves analyzing competitors, market trends, and external factors that could impact marketing efforts. Effective marketing plan examples demonstrate how to use qualitative and quantitative data to identify target markets and assess opportunities and threats. This research guides decision-making and strategy formulation throughout the plan.

Marketing Objectives and Goals

Clearly defined objectives and goals provide direction and measurable targets for marketing initiatives. These goals should be specific, measurable, achievable, relevant, and time-bound (SMART). Marketing plan examples illustrate how to set goals such as increasing brand awareness, driving sales growth, or expanding into new markets. Establishing these objectives helps in prioritizing marketing activities and allocating resources efficiently.

Target Audience and Segmentation

Identifying and segmenting the target audience is essential for crafting personalized marketing messages and selecting appropriate channels. Marketing plan examples show how to divide the market based on demographics, psychographics, geographic location, and behavioral factors. This targeted approach improves the relevance of marketing campaigns and maximizes customer engagement.

Marketing Strategies and Tactics

This component outlines the broad approaches and specific actions companies

will take to reach their marketing goals. Strategies may include product positioning, pricing models, promotional campaigns, and distribution methods. Tactics are the detailed steps within these strategies, such as social media advertising, content marketing, email campaigns, or event sponsorships. Marketing plan examples highlight how to balance various tactics to create an integrated marketing mix.

Budget and Resource Allocation

A well-defined budget ensures that marketing activities are financially feasible and aligned with expected outcomes. Marketing plan examples demonstrate how to allocate funds across different channels and initiatives based on priority and projected ROI. This section also identifies human resources, technology, and other assets necessary for successful implementation.

Performance Metrics and Evaluation

Monitoring and evaluating marketing performance is critical to understanding the effectiveness of strategies and making data-driven adjustments. Marketing plan examples include key performance indicators (KPIs) such as conversion rates, customer acquisition costs, and return on marketing investment (ROMI). Regular assessment allows marketers to optimize campaigns and improve future planning.

Types of Marketing Plan Examples

Marketing plan examples vary widely depending on the business model, industry, and marketing objectives. Understanding different types can help organizations select or design a plan that best fits their needs. Below are several common types of marketing plans with illustrative examples.

Product Launch Marketing Plan

This type of marketing plan focuses on introducing a new product to the market. It emphasizes market research, competitive analysis, and launch strategies such as promotional events, influencer partnerships, and advertising campaigns. Product launch marketing plan examples highlight the importance of timing, messaging, and distribution channels to maximize initial sales impact and brand visibility.

Digital Marketing Plan

Digital marketing plan examples center on online channels including social media, search engine marketing, email, and content marketing. These plans detail strategies for increasing website traffic, generating leads, and nurturing customer relationships through digital platforms. They also incorporate analytics tools to track engagement and conversion metrics.

Small Business Marketing Plan

Small business marketing plan examples focus on cost-effective tactics that prioritize local market penetration and brand building. Common elements include community outreach, local SEO, referral programs, and partnerships with other small businesses. These plans emphasize flexibility and scalability to adapt to limited budgets and resources.

Nonprofit Marketing Plan

Nonprofit marketing plan examples tailor strategies to raise awareness, engage donors, and promote fundraising campaigns. These plans often include storytelling techniques, volunteer mobilization, and social cause marketing. A clear focus on mission-driven messaging is a hallmark of nonprofit marketing plans.

Step-by-Step Guide to Creating a Marketing Plan

Developing a marketing plan involves a structured process that ensures all critical elements are addressed. The following steps provide a practical framework for creating effective marketing plans, supported by marketing plan examples.

1. **Conduct Market Research:** Gather data on customers, competitors, and market trends to inform strategy development.
2. **Define Marketing Objectives:** Set clear, SMART goals aligned with overall business aims.
3. **Identify Target Audience:** Segment the market and create detailed buyer personas.
4. **Develop Marketing Strategies:** Choose approaches that leverage strengths and address market opportunities.
5. **Plan Marketing Tactics:** Outline specific actions and campaigns to execute strategies.
6. **Allocate Budget and Resources:** Assign financial and human resources to prioritized activities.
7. **Establish Performance Metrics:** Define KPIs to measure success and guide future improvements.
8. **Implement and Monitor:** Execute the plan and regularly review progress against objectives.

Tips for Optimizing Marketing Plans

Optimizing marketing plans based on marketing plan examples can enhance effectiveness and adaptability. Implementing best practices ensures that

marketing efforts remain relevant and impactful in a dynamic market environment.

Regularly Update Market Research

Market conditions and consumer behaviors evolve rapidly. Continuously updating market research helps marketers stay informed and adjust strategies accordingly. This vigilance prevents outdated assumptions from undermining marketing effectiveness.

Leverage Data Analytics

Utilizing analytics tools to track campaign performance provides actionable insights. Data-driven decision-making enables marketers to optimize spending, improve targeting, and increase return on investment.

Integrate Multichannel Marketing

Combining traditional and digital marketing channels creates a cohesive customer experience. Marketing plan examples demonstrate how integrated campaigns amplify reach and engagement by reinforcing messages across platforms.

Focus on Customer-Centric Strategies

Prioritizing customer needs and preferences enhances brand loyalty and conversion rates. Personalization and tailored messaging are crucial elements emphasized in successful marketing plans.

Maintain Flexibility and Adaptability

Market disruptions and competitive actions require marketers to be agile. Regularly reviewing and adjusting marketing plans ensures responsiveness to changing circumstances and sustained effectiveness.

Frequently Asked Questions

What are some common types of marketing plans used by businesses?

Common types of marketing plans include strategic marketing plans, tactical marketing plans, content marketing plans, digital marketing plans, and social media marketing plans. Each type focuses on different aspects of marketing to achieve specific business goals.

Can you provide an example of a simple marketing plan for a small business?

A simple marketing plan for a small business might include defining target audience, setting marketing goals, choosing marketing channels such as social media and email, creating a content calendar, budgeting, and measuring results. For example, a local bakery might focus on Instagram promotions and local events to increase brand awareness.

How do marketing plan examples help in creating an effective strategy?

Marketing plan examples provide a framework and inspiration by illustrating how to structure objectives, identify target markets, outline tactics, allocate budgets, and set timelines. They help marketers understand best practices and customize plans to fit their unique business needs.

What elements should be included in a comprehensive marketing plan example?

A comprehensive marketing plan example typically includes an executive summary, market research analysis, target audience definition, marketing objectives, strategies and tactics, budget allocation, timeline, and metrics for evaluating success.

Where can I find free marketing plan examples online?

Free marketing plan examples can be found on websites like HubSpot, Bplans, Canva, and the Small Business Administration (SBA) site. These resources offer templates and sample plans across various industries and business sizes.

How do digital marketing plan examples differ from traditional marketing plans?

Digital marketing plan examples focus more on online channels such as social media, SEO, email marketing, and PPC advertising, while traditional marketing plans emphasize offline methods like print ads, TV/radio commercials, and direct mail. Digital plans often include more detailed analytics and optimization strategies.

Can marketing plan examples be adapted for nonprofit organizations?

Yes, marketing plan examples can be adapted for nonprofit organizations by emphasizing mission-driven goals, donor engagement strategies, community outreach, and fundraising campaigns while still incorporating standard marketing elements like target audience, messaging, and channels.

What role do competitor analysis examples play in marketing plans?

Competitor analysis examples help marketers identify strengths, weaknesses,

opportunities, and threats related to competitors. Including this analysis in marketing plans allows businesses to position themselves effectively, differentiate their offerings, and identify market gaps.

Additional Resources

1. Marketing Plans: How to Prepare Them, How to Use Them

This book by Malcolm McDonald offers comprehensive guidance on creating effective marketing plans. It covers the entire process from research and analysis to implementation and evaluation. The practical examples and case studies make it a valuable resource for both students and professionals seeking to develop strong marketing strategies.

2. The One Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd

Allan Dib's book simplifies the marketing planning process by focusing on creating a concise one-page plan. It breaks down complex marketing concepts into actionable steps, making it accessible for small business owners and entrepreneurs. The book includes real-world examples to illustrate how to attract and retain customers efficiently.

3. Marketing Plan Handbook

This handbook by Marian Burk Wood is designed as a practical workbook for developing marketing plans. It provides detailed templates, examples, and exercises that guide readers through each stage of the planning process. Ideal for students and marketing professionals alike, it emphasizes strategic thinking and measurable outcomes.

4. Strategic Marketing Planning: Theory and Practice

This book by Colin Gilligan and Richard M.S. Wilson bridges marketing theory with practical application. It explores how to craft strategic marketing plans that align with overall business goals. The authors include case studies from various industries to demonstrate successful marketing plan implementations.

5. The Marketing Plan: How to Prepare and Implement It

By David H. Bangs, this book offers a step-by-step approach to designing and executing marketing plans. It highlights the importance of market research, competitor analysis, and budgeting within the planning process. Readers can find numerous examples that illustrate effective marketing plan structures and tactics.

6. Marketing Planning: Strategy, Environment and Context

This title by Marian Burk Wood focuses on the contextual factors influencing marketing plans. It discusses market environment analysis and strategic positioning as foundational elements for planning. The book includes a variety of examples and case studies to help readers understand how to adapt plans to changing market conditions.

7. Effective Marketing Plans: How to Prepare a Winning Marketing Plan

Authored by Malcolm McDonald, this book targets the essentials of creating marketing plans that deliver results. It emphasizes clarity, focus, and practical implementation strategies. The included examples provide insight into how companies successfully translate plans into marketing success.

8. Marketing Plans for Services

This book by Alan Wilson addresses the unique challenges of marketing service-based businesses. It provides tailored marketing plan examples that

highlight customer relationships and service delivery. The text helps readers develop plans that enhance service quality and customer satisfaction.

9. *Marketing Plan Templates and Examples: A Practical Guide*

This practical guide offers a collection of customizable marketing plan templates along with real examples. It aims to simplify the planning process for marketers at all levels by providing ready-to-use formats. The book also explains how to tailor plans to different industries and business sizes.

Marketing Plan Examples

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marketing plan examples: *Marketing Plan Template & Example* Alex Genadinik, 2015-12-05

Do you want to create a better marketing plan for your business which will ultimately result in better marketing and more customers for your business? If you do, then this book is for you. This book is written with entrepreneurs and small business owners in mind. If you are an entrepreneur or a small business owner, creating a marketing plan is very important because the better prepared you are, the better your marketing campaigns will do. In this book, you get a marketing plan template and two examples of marketing plans. You also get practical advice on how to plan and fill out every section of a marketing plan document. Go ahead and get this book, and let's help you create better marketing plans which will improve your company's overall marketing success. For what kind of businesses can you create a marketing plan using this book? With the strategies in this marketing book, you can create a business plan for a restaurant or diner, coffee shop, barbershop, nightclub, local event, business selling t-shirts, most kinds of stores ranging from boutiques to grocery stores to jewelry shops, animal care or grooming, lawn care or landscaping businesses, moving businesses, gym, frozen yogurt or ice cream shop, a deli, liquor store or a sandwich shop, a beauty salon or a hair salon, a spa, a daycare business, a hardware store, commercial cleaning or residential cleaning, car wash, general contractor business, dog walking or pet sitting, martial arts studio, or a dance studio. Here is a list of potential online businesses for which you can create a marketing plan using this marketing plan book: blogging, affiliate marketing, e-learning, create a channel on YouTube, become an author and sell books on Amazon and the Kindle, or become a freelancer or a local concierge. Also recently added in the last update of this book is a marketing plan sample since many people commented that they wanted a marketing plan example. Although for my taste as an entrepreneur, I rather give you lots of practical planning strategies and theory that you can use in the real world instead of having a marketing plan template or workbook to write your marketing plan from. After all, a marketing plan is just a document. But to make your business a success, you will have to do it in the real world. So when you try to figure out how to create a business plan, don't just focus on the marketing plan document. Instead, focus on a plan for the real world with actionable and effective strategies.

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two stylized examples to illustrate the process of writing a marketing plan. The marketing plans presented here follow a common structure: They begin with an executive summary, followed by a situation overview and an action plan, and conclude with a set of relevant exhibits. The crux of the marketing plan is the action plan, which follows the G-STIC framework. It includes an outline of the goal(s) that the company aims to achieve with its offering; an outline of the offering's strategy, which involves identifying the target market(s)—customers, the company, collaborators, competitors, and the context in which they operate—as well as the offering's value proposition for target customers, the company, and collaborators; a description of the marketing tactics (product, service, brand, price, incentives, communication, and distribution); an implementation plan that identifies the processes by which the company will develop the offering and deploy it in the market; and the control measures that provide the metrics for evaluating the company's performance and monitoring the external environment. This note is an excerpt (Appendix C) from *Strategic Marketing Management: Theory and Practice* by Alexander Chernev (Cerebellum Press, 2019).

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marketing plan examples: *The Ideal Marketing Plan: A Step-by-Step Guide To Success* FEROUZ KHAN, This 70-page ebook is a comprehensive guide to creating an ideal marketing plan for any business. It covers all the essential elements of a marketing plan, including marketing objectives, market research, target audience, competition, and marketing strategies. The book also delves into the purpose of a marketing plan and why it is crucial for businesses to have one. It includes tips and advice on how to create an effective marketing plan, as well as sample plans for various types of businesses. Readers will learn the importance of aligning marketing goals with the company's objectives, as well as how to hold employees and executives accountable for meeting those goals. The ebook also emphasizes the need for businesses to stay focused on what is important and make better decisions through the use of a marketing plan. With step-by-step guidance, readers will learn how to write an executive summary, identify their company's mission, vision, and values, define their target audience, and develop a content strategy. The ebook also covers the different channels that can be included in a marketing plan, such as social media, email marketing, and partnerships. Through this comprehensive guide, readers will gain a deep understanding of the purpose and components of a marketing plan, and how it can help their business grow and succeed. With practical tips, examples, and strategies, this ebook is a valuable resource for any business looking to create an ideal marketing plan.

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broadest dimension it sets in motion actions that impact long term prosperity. How to Develop a Strategic Marketing Plan gives you the tools to generate a credible strategic marketing plan so your organization can survive in the 21st century.

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over the world to visit, and the New York Times published an article saying: “Dubai has become the kind of city where you might run into Michael Jordan at the Buddha Bar or stumble across Naomi Campbell celebrating her birthday with a multi day bash.” Because of that, the most sought after, wealthiest, and best customers in the world, including more celebrities such as Kobe Bryant, Tom Cruise, David Beckham, Giorgio Armani, and many more. Would travel from far and distant lands to bring their gold to this city. Until finally, the city of Dubai, was featured in a Rory McIlroy and Omega watch commercial, with the soundtrack of Hall of Fame, by The Script, and featuring will.i.am. The first reason I share this story with you, is not because we were recently interviewed for a TV show in Dubai. Instead, it’s to point out that you too can build a group of customers, fans, and people eagerly seeking you out to give you their gold. Just like the great city of Dubai. Next, look at everything this city has done to attract the wealthiest customers in the world. You see, the big piles of gold for every author, aren’t simply in the few dollars in book royalties. Instead, it’s in providing more value to the market in the form of speaking engagements, coaching, writing more books, consulting, selling products and services, the sky’s the limit. There’s three parts to this book, in the first we’ll discuss the foundation of effective marketing. Along with making your book attractive to the wealthiest customers in the world. In the second part, we go step by step through the six automatic sales funnels. This includes: YouTube videos, social media, articles, email marketing, building your fan club, distribution avenues, and much more. This is how we manufacture the Oprah effect for your book. And guarantee that you’ve got royalty payments hitting your bank account, as often as LeBron James makes jump shots. In the third and final section, we discuss advanced marketing strategies, and dive deep into how exactly to earn maximum ROI, return on investment, from your book. Now, I’ve been working with marketing full time since 2006, and have earned millions of dollars. You may have even seen me on national TV in my own commercial, appearing on ESPN, NatGeo, Comedy Central, MTV, VH-1, A&E, and many more. I only share this with you, so you know, we ain’t blowing hot air over here. Marketing is my trade, skill, and life’s work. Warning Yes, a warning this is not a book for wantrepreneurs, excuse makers, or those desperate to just think positively and have checks magically appear in the mailbox. This is a blunt revelation of how exactly to make your book become a best seller. And as the late great Earn Nightingale said our rewards in life are in direct proportion to the amount of service we provide. In this spirit we’ve created a number of bonus gifts for you. The first includes a training course with videos, were you’ll get a behind the scenes look at precisely how to deploy these book marketing weapons. And for the first 100 people that sign up at DanMoskelUniversity.com, and join our congregation. We’ve created two extra special bonuses with a retail value of \$197.00. This includes personal one on one help with me, full details inside.

marketing plan examples: The Marketing Plan Handbook, 7th Edition Alexander Chernev, 2025-07-01 The Marketing Plan Handbook offers a streamlined approach to creating impactful marketing plans. Using a step-by-step method to develop a strategically sound plan, the book presents key information in a concise and logical way. It explains the fundamental principles of building a marketing plan and introduces a comprehensive framework that includes all essential components. The marketing plan presented in the book is based on the perspective that marketing is a core business discipline, playing a crucial role in shaping many of a company’s decisions and actions. A key feature of the book is its emphasis on marketing as a value-creation process, making it relevant to both business-to-consumer and business-to-business contexts. This book is a valuable resource for managers in all types of organizations. For companies launching new products, it offers a structured process for developing a marketing plan to support the introduction of a new offering. For established businesses with existing product portfolios, it provides a systematic approach to managing their offerings and product lines. Whether used by a small business formalizing its planning process or a large multinational corporation, the framework in this book helps streamline marketing planning.

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meaningful marketing plans. By offering a comprehensive, step-by-step method for crafting a strategically viable marketing plan, this book provides the relevant information in a concise and straight-to-the-point manner. It outlines the basic principles of writing a marketing plan and presents an overarching framework that encompasses the plan's essential components. A distinct characteristic of this book is its emphasis on marketing as a value-creation process. Because it incorporates the three aspects of value management—managing customer value, managing collaborator value, and managing company value—the marketing plan outlined in this book is relevant not only for business-to-consumer scenarios but for business-to-business scenarios as well. This integration of business-to-consumer and business-to-business planning into a single framework is essential for ensuring success in today's networked marketplace. The marketing plan outlined in this book builds on the view of marketing as a central business discipline that defines the key aspects of a company's business model. This view of marketing is reflected in the book's cross-functional approach to strategic business planning. The Marketing Plan Handbook offers an integrative approach to writing a marketing plan that incorporates the relevant technological, financial, organizational, and operational aspects of the business. This approach leads to a marketing plan that is pertinent not only for marketers but for the entire organization. The Marketing Plan Handbook can benefit managers in all types of organizations. For startups and companies considering bringing new products to the market, this book outlines a process for developing a marketing plan to launch a new offering. For established companies with existing portfolios of products, this book presents a structured approach to developing an action plan to manage their offerings and product lines. Whether it is applied to a small business seeking to formalize the planning process, a startup seeking venture-capital financing, a fast-growth company considering an initial public offering, or a large multinational corporation, the framework outlined in this book can help streamline the marketing planning process and translate it into an actionable strategic document that informs business decisions and helps avoid costly missteps.

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planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness. These include: marketing intelligence systems; market research; organization development stages; marketing orientation. *Marketing Plans for Services* is for marketers in the service sector and students of marketing. "Marketing Plans for Services is clearly the premier text in the field. From an explanation of 'why' services are driving all marketing activities to 'measuring the results', and all things in between, this new and updated text explains why and how 'services' are the key elements for most all 21st century organizations. Follow the masters of service marketing to marketplace success." Professor Don Schultz, Northwestern University "McDonald, Frow and Payne have worked extensively with a wide range of service businesses across the globe in successfully realising their growth opportunities. This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations. This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts, frameworks and tools with practical advice. Their proven step-by-step marketing planning system for services and the examples of marketing plans make this a 'must have' book that should be on the desk of any forward-thinking services marketer." Mark Veyret, Global Business Development Leader, PricewaterhouseCoopers "Marketing planning is crucial today where increased competition, complexity and the internet forces you to redefine your marketing strategy and focus more clearly on what is required to achieve improved results. If not, you will not succeed in meeting these challenges. McDonald, Frow and Payne are internationally recognized authorities in marketing planning and services marketing. Based on their extensive experience across in helping organizations from a wide range of service sectors, this book gives you the practical 'how to' skills to successfully implement strategic marketing plans." Bob Barker, Vice President of Corporate Marketing and Digital Engagement, Alterian

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EBOOK: Analysis For Marketing Planning

marketing plan examples: *Building a Marketing Plan* Ho Yin Wong, 2011-07-15 The book aims to provide a comprehensive, holistic and practical framework for readers who are interested or involved in developing a marketing plan so that they can appreciate various marketing concepts and put them together in an easy to read guide. Demanding and savvy customers along with a turbulent marketing environment, require marketers to be highly sensitive to the environmental monitoring systems capable of identifying the latest marketing trends and opportunities and threats at an early stage. In response to these issues, the proposed manuscript covers the themes of planning, implementing and controlling marketing activities, which will provide guidance to marketers and non-marketer alike, in undertaking a marketing plan. The latest research findings in the marketing area are included. This book is written for marketing students and it is the intention of the authors to make this manuscript as basic, straightforward and to the point as possible. Business practitioners will also find this book useful.

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