
Developing a Marketing Plan

National Competency Standard (BSB07):
BSBMKG502B Establish and adjust the marketing mix



Aim

This course provides participants with strategies for developing a successful marketing plan.

Audience

The audience for this course is any individual or manager responsible for planning, selling, promoting or delivering a product or service to market.

Duration

One day.

Course Outcomes

1. Understand the different components that comprise a full marketing plan.
2. Demonstrate how each component of a good plan comes together to create a result.
3. Showing how a marketing plan can be a blueprint for sales success.

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above. The assessment comprises a case study assignment designed to demonstrate competence. Participants who choose not to be assessed will receive a Certificate of Attendance.

The case study assignment is completed in the participant's own time.

Course Content

- About this course
- Analysing our market position
- Analysing our customers, organisation and current strategies
- Planning the communication
- Planning the right price
- Preparing the line organisation
- Planning the distribution strategy
- Rolling out the marketing plan
- Implementing standards and protocols
- Establishing monitoring and review mechanisms