**ASSIGNMENT: DIRECCIÓN DE MERCADOTECNIA / MARKETING MANAGEMENT (B2)**

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**4. MARKETING PLAN**



A Marketing Plan, always results of great help to the marketing directors, they are hired as an instrument of strategic analysis within a company; and to achieve this, different points are required to focus the performance of the company, the product or the services from different perspectives.

A Marketing Plan, defined by the American Marketing Association (AMA) Is a document composed of an analysis of the current marketing situation, opportunities and threats analysis, marketing objectives, marketing strategy, action programs, and projected or pro-forma income (and other financial) statements.

This plan may be the only statement of the strategic direction of a business, but it is more likely to apply only to a specific brand or product. In the latter situation, the marketing plan is an implementation device that is integrated within an overall strategic business plan

In order to accomplish a Marketing Plan, rests in an executive digest, although this is supposedly the first part of the project, this is prepared at the conclusion of the investigation as it includes the most relevant issues of the work, showing a general panorama of the results, akin a movie trailer as this most have the power to engage the viewer, with the intention to lead him to make a full review of de project in addition to have the role of analysis or synthesis.

Followed by an executive digest, the marketer must operate in the present situation of the marketing, this is to say, in the construction or improvement, if any or if there are deficiencies regarding the mission, vision, resources definition, marketing mixture, macro and macro ambience, competence and FODA

As item three the objectives must be defined, and include characteristics coherent with the mission, as well as to contain a healthy structure, considering elements which allow when finished to quantify its application, maintaining dates, true dates.

Once the objective is poised it is followed by the definition of the aimed market, which includes segmentation characteristics, with the intention to offer a detailed profile of the projected market.

The fifth item of the Marketing Plan, consists in establishing strategies and programs which requires developing of strategies and tactics to help reaching the previously defined objectives, and at the same time a definition of the product or service strategies must be prepared, as well as marketing and distribution channels.

The penultimate step is, the development of forecasts and planning, where the former must include sales, expenses and equilibrium points forecasts, with the intention to determine the amount of products to be made, the amounts of raw materials, human capital, economic investments. The planning will work as a guideline which will include what and when the product is to be done, who will make it and how much it will cost.

The last item the Marketing Plan requires is the implementation, evaluation and control and, in order to achieve this, all the aforementioned must be ready; as in the implementation segment the tasks are assigned and the Plan is started, the evaluation will act as an errors detector with the aim to document and improve the stages and finally a control that will constantly monitor the development of the works, generally through audits.

***Reference:***

Kotler, Philip &Keller, Kevin L. (2006) .Dirección de Marketing. México: Pearson Prentice Hall. MARKETING MANAGEMENT

American Marketing Asociation. Dictionary. Recovered from: [https](file:///C%3A%5C1%20A%20traducci%C3%B3n%20Ary%5Chttps)[://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=M](https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=M)



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