

MARKETING PLAN



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Der Marketingplan erl utert, was das Marketing durchf hren will, und begr ndet, warum diese Aktivit ten wichtig und sinnvoll sind. Der Marketingplan ist ein Dokument, das schriftlich ausgearbeitet ist und das f r alle betroffenen Mitarbeiter lesbar sein muss.

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Ho Yin Wong et al.: Building a Marketing Plan A Complete Guide . Harvard Business School Press/Business Expert Press, Boston and New York 2011 Harvard Business School Press/Business Expert Press, Boston and New York 2011

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A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, without a sound strategic foundation, it is of little use to a business.

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