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Marketing planning by design
Systematic planning for successful marketing strategy

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Marketing planning is a plan involves designing activities relating to marketing objectives and attach with the capability of changing marketing environment. It contains with the issues of product lines, distribution channels, marketing communications and pricing. Marketing management constantly have to assess which customers they are trying to reach and how they can design products and services that provide better value (â€œcompetitive advantageâ€). The main problem with this process is that the â€œenvironmentâ€ in which businesses operate is constantly changing. So a business must adapt to reflect changes in the environment and make decisions about how to change the marketing mix in order to succeed. "Marketing Planning by Design not only helps internationally active companies to organize their marketing function more efficiently, it also provides medium-sized companies a blueprint for creating and securing high marketing efficiency. Web 2.0 and numerous other new challenges demand the methodical preservation and safeguarding of marketing â€“ beyond individually motivated gut decisions.