

Setting up a Marketing Plan

>> Case Study Workbook <<

Master of Business Administration (MBA) „General Management“
Course “Marketing and Digital Transformation
Part 1: Marketing – Basics”



Name: _____

Setting up a marketing plan



Find your Case Study company

Your company should...

- ...produce / sell (also) own products (producer) in the B2C market
- ...offer an online shop or at least sell products online (e.g. via Amazon or other retailers)
- ...provide some information about the company online (homepage, annual report etc.).
- ...potentially stand out to you because of really good, or really bad marketing (e.g. Social Media).

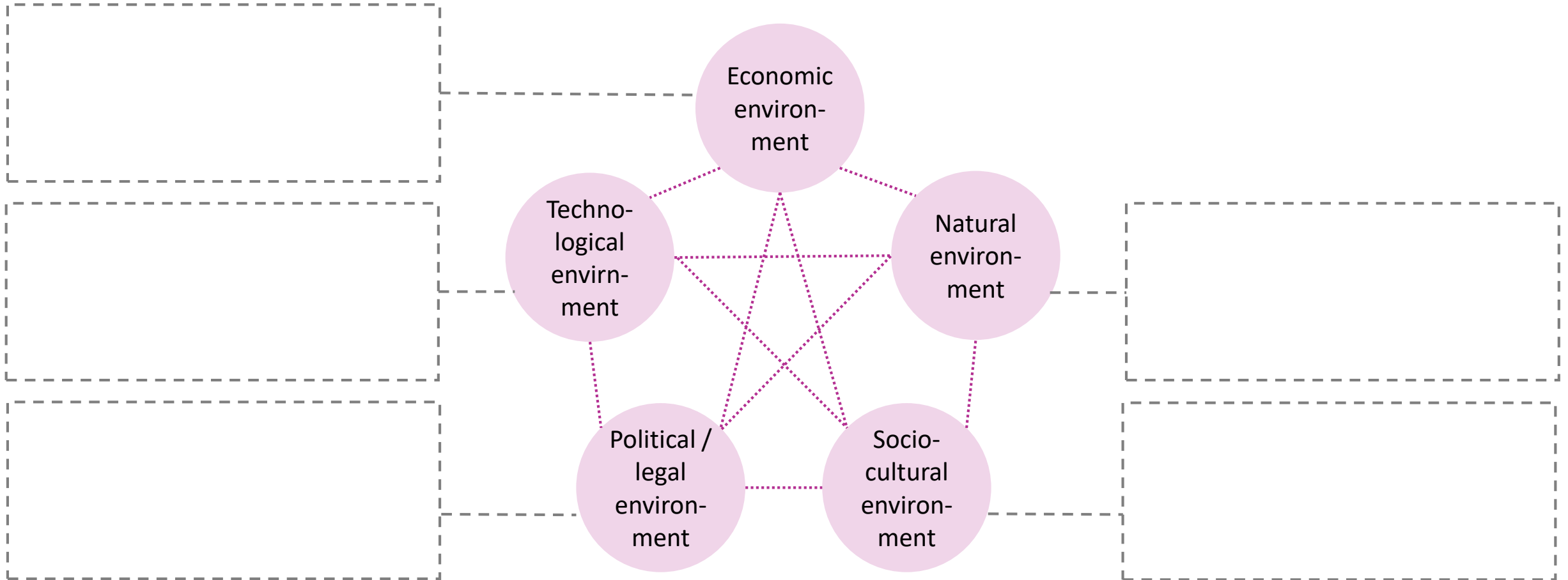
Your company is: _____

You chose this company because:

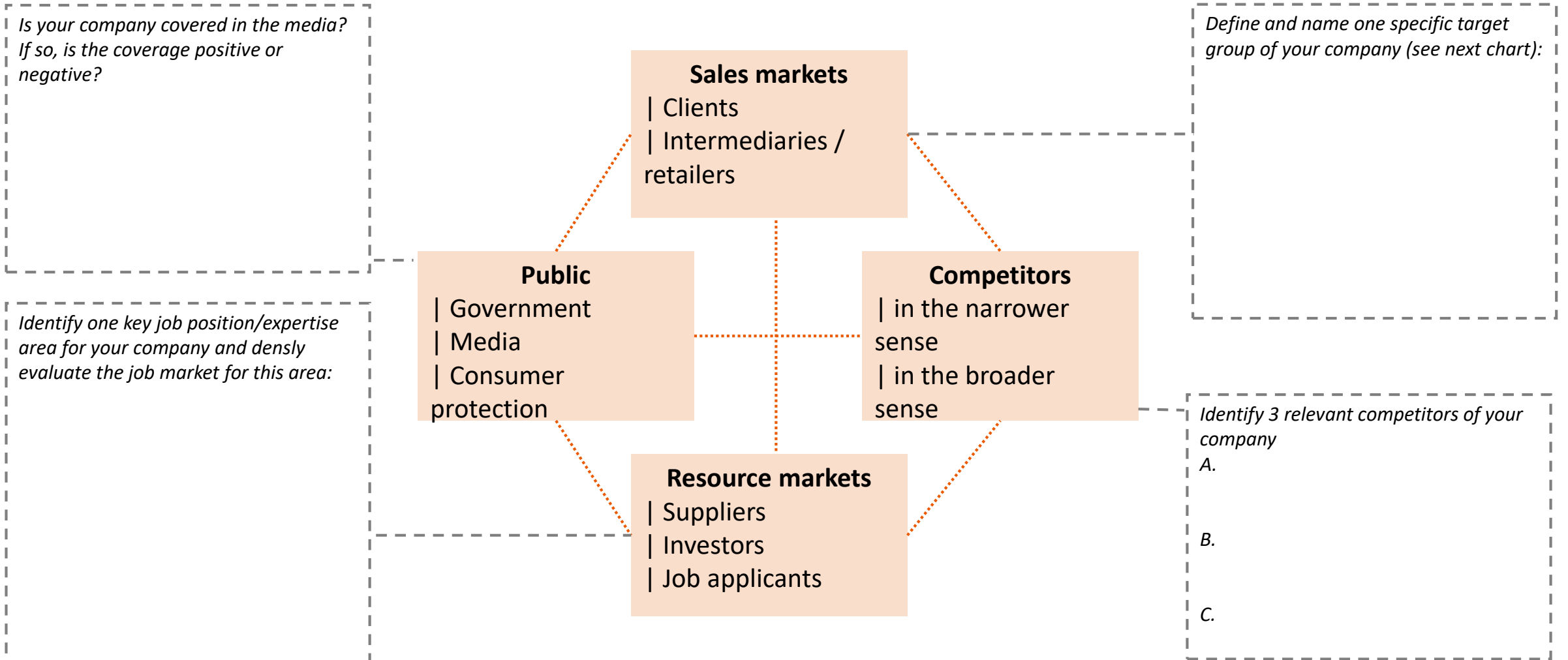
Define your market

Your Company	Product definition	Market definition

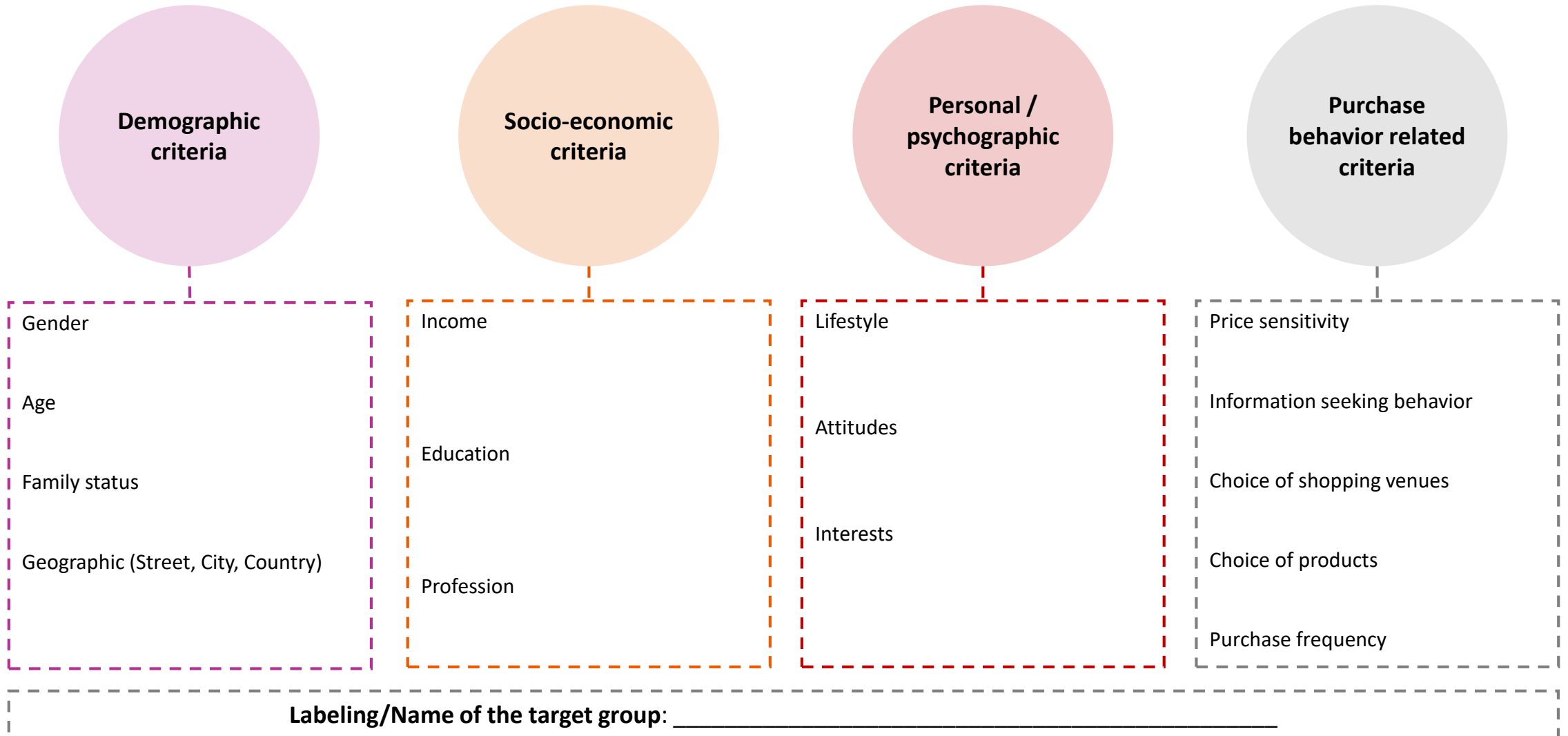
Macro Analysis: Name one aspect for each box relevant for your company



Micro Analysis: Fill out the boxes as described



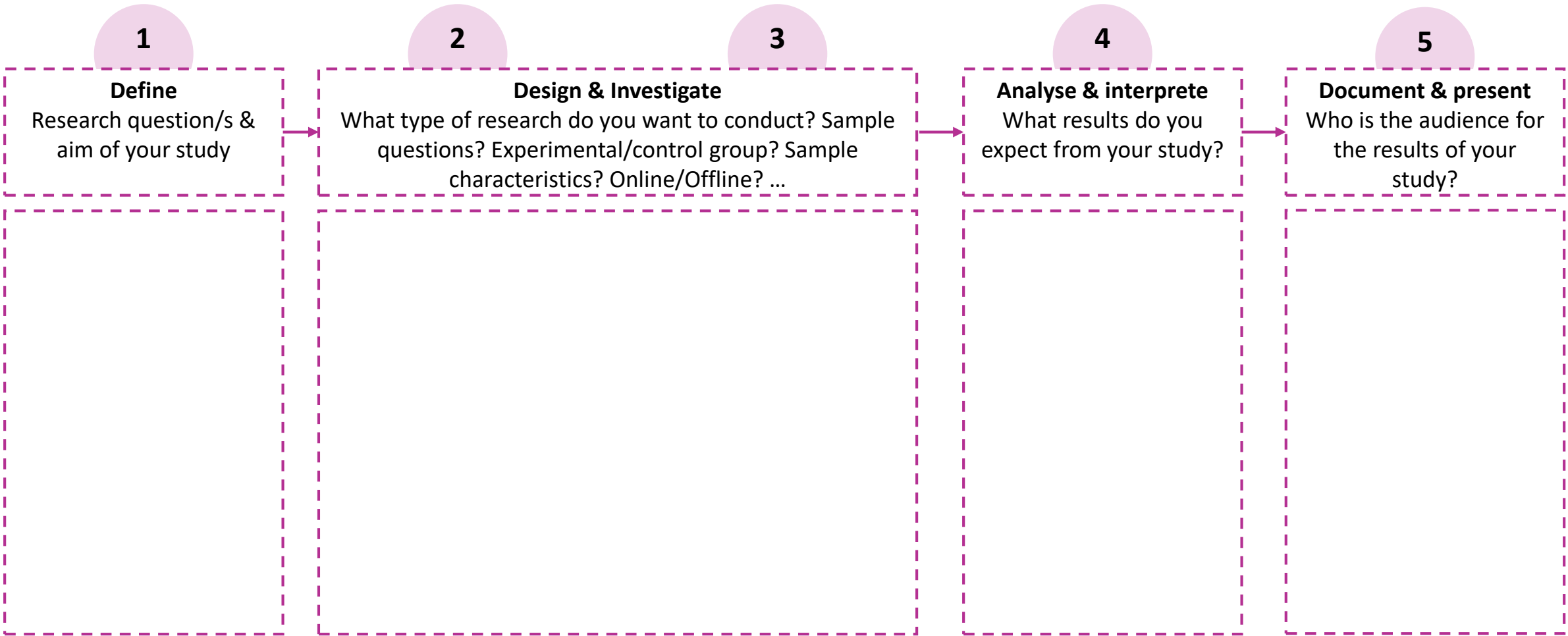
Target group: Define one specific target group for your company



Situation Analysis: Sum up your findings in a SWOT-Analysis

	POSITIVE	NEGATIVE
I N T E R N A L	STRENGTHS:	WEAKNESSES:
E X T E R N A L	OPPORTUNITIES:	THREATS:

Primary Research: Design a study relevant your companys' marketing (draw on results from the Situation Analysis)



Marketing objectives: Name each one objective specifically relevant to your company

**Potential-
related
objectives**



A dashed purple rectangular box intended for writing specific potential-related marketing objectives.

**Market-
success-related
objectives**



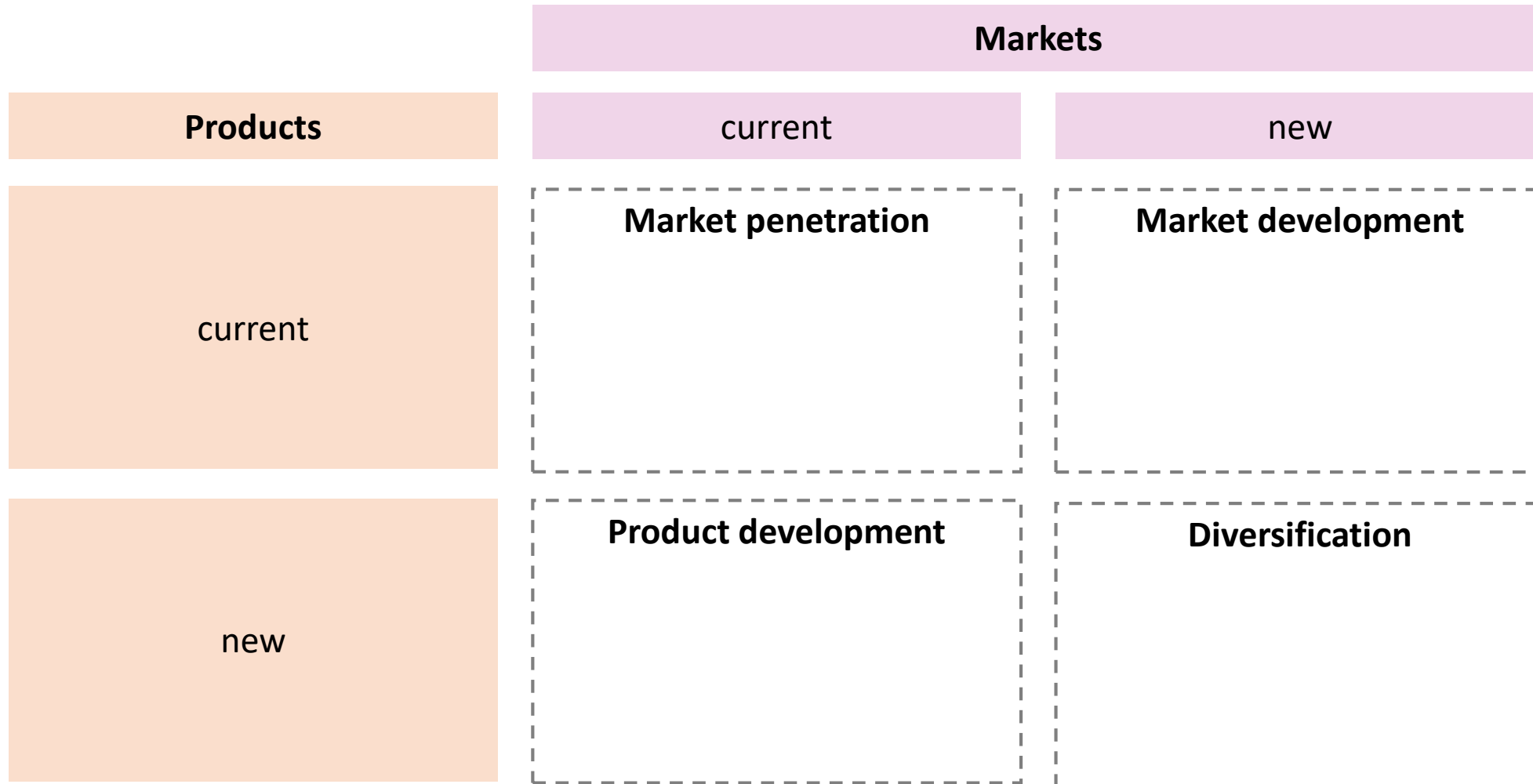
A dashed orange rectangular box intended for writing specific market-success-related marketing objectives.

**Economic
objectives**

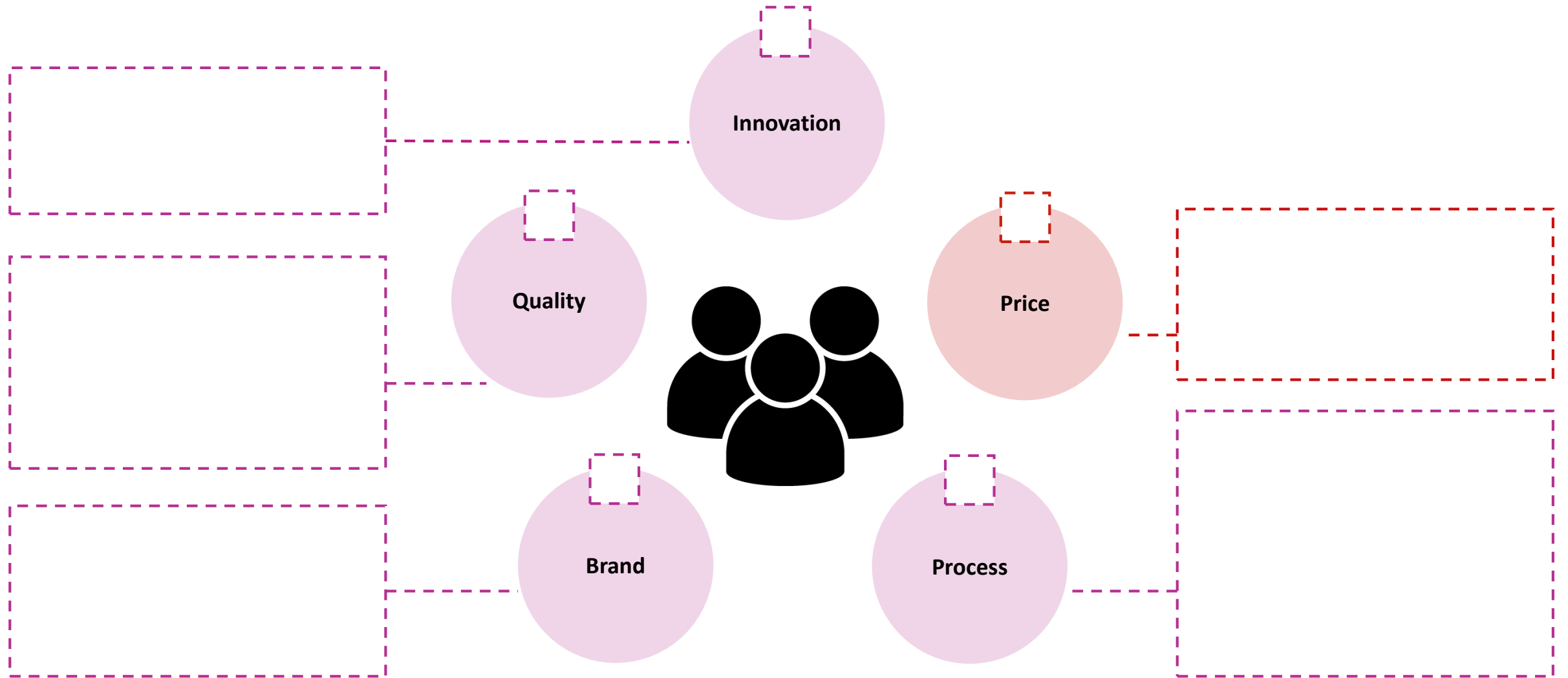


A dashed red rectangular box intended for writing specific economic marketing objectives.

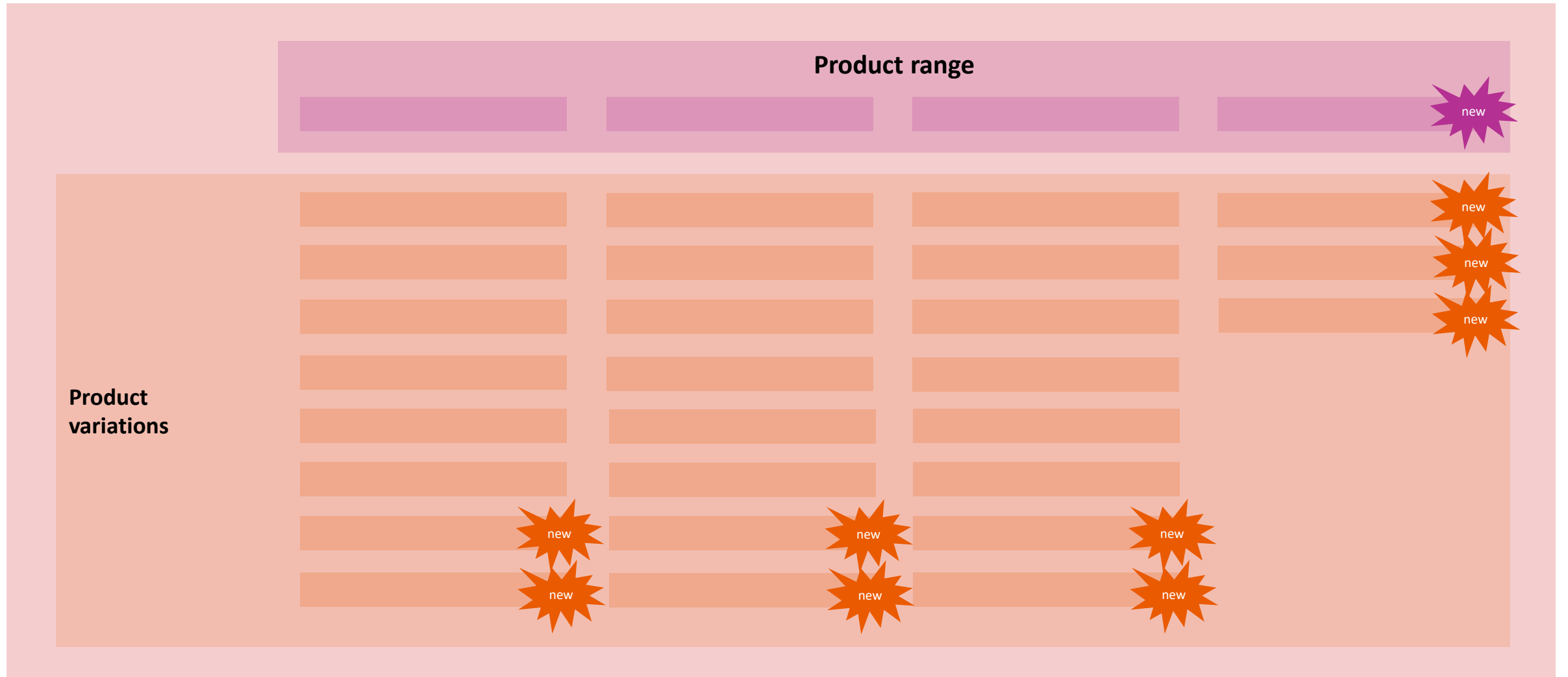
Strategies of market choice: Choose one market-product combination and explain!



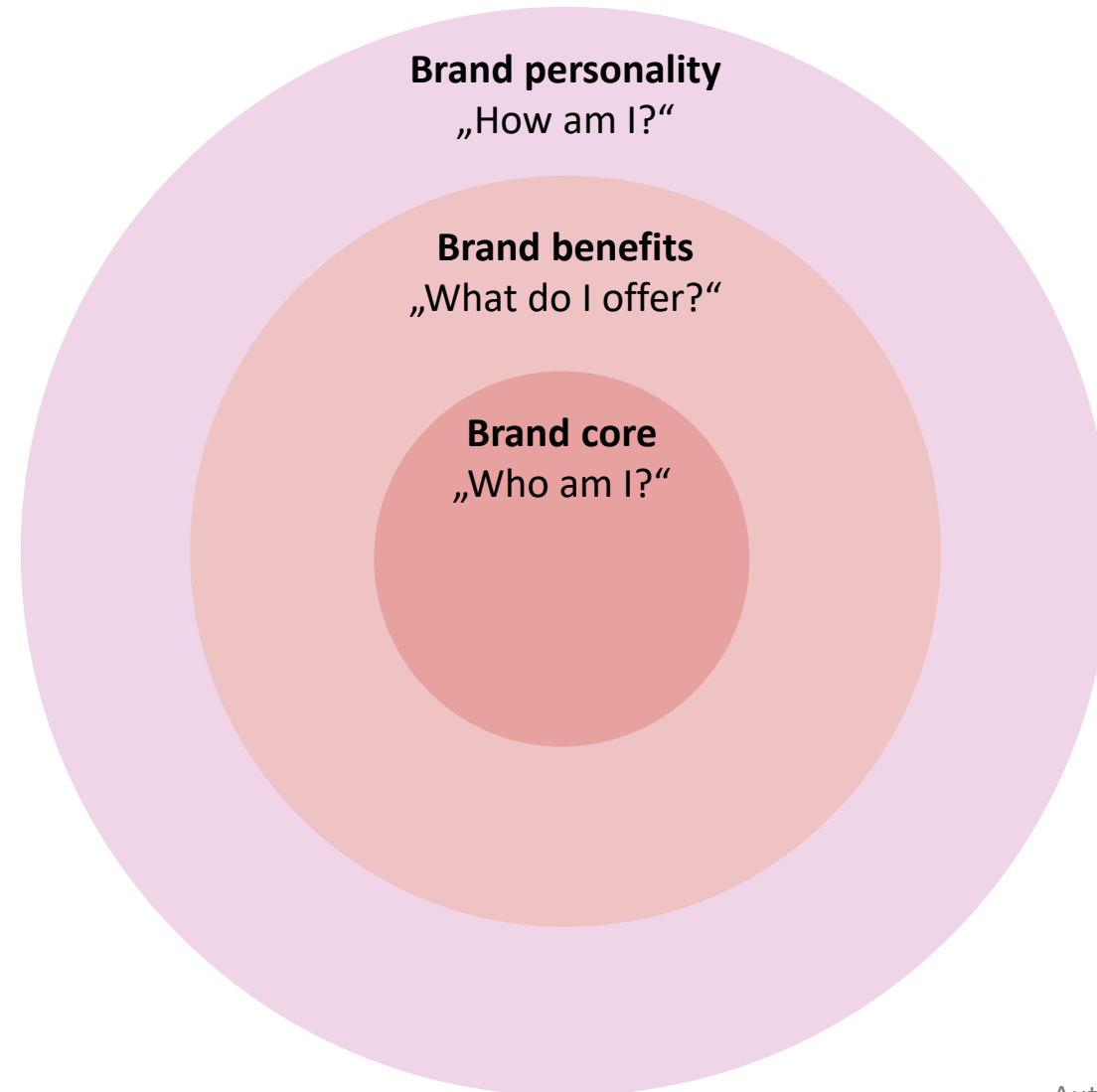
Customer focused strategies: Mark max. 2 areas of differentiation & explain how these are implemented



Product range: Illustrate parts of the product range of your company & identify some suggestions for optimization



Describe the brand positioning of your company's brand



What forms of price differentiation does your company implement? Do you suggest changes?

Temporal

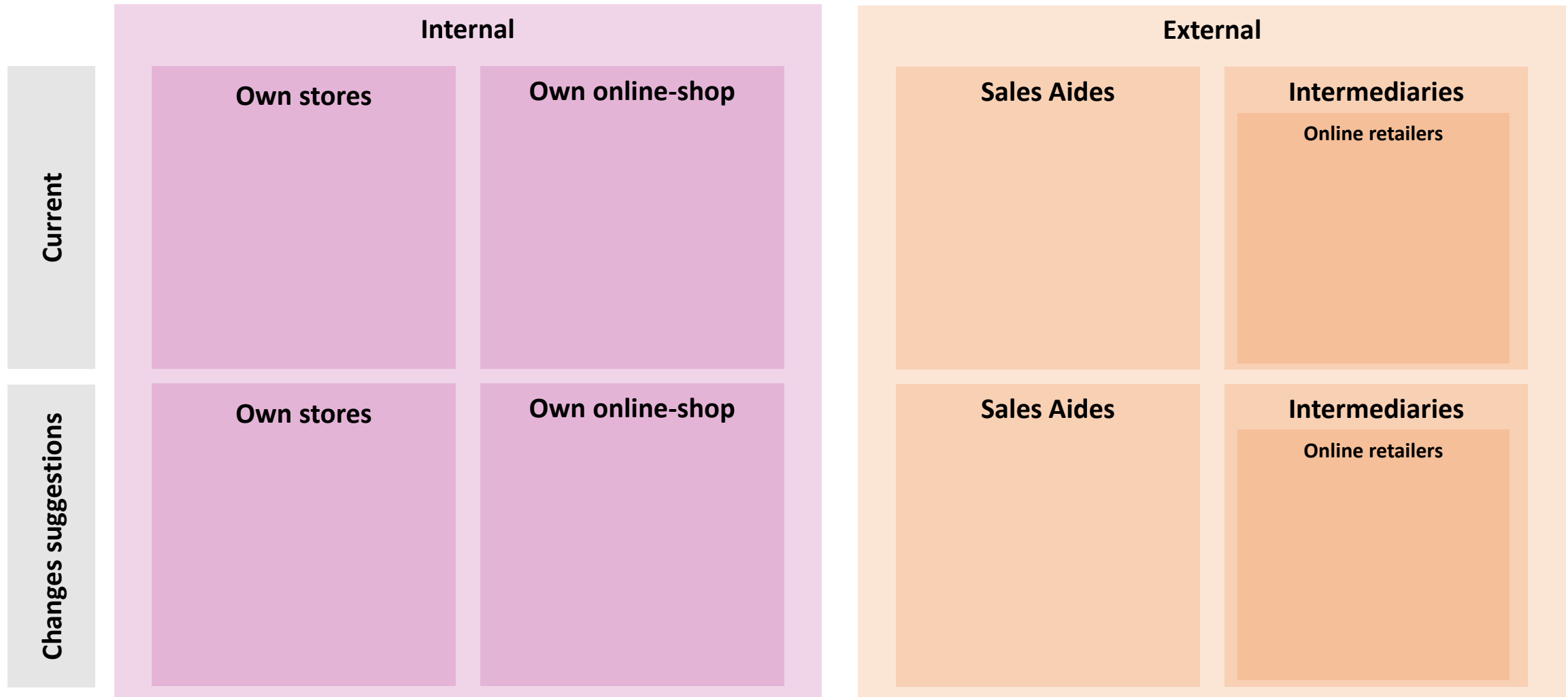
Spatial

Person-related

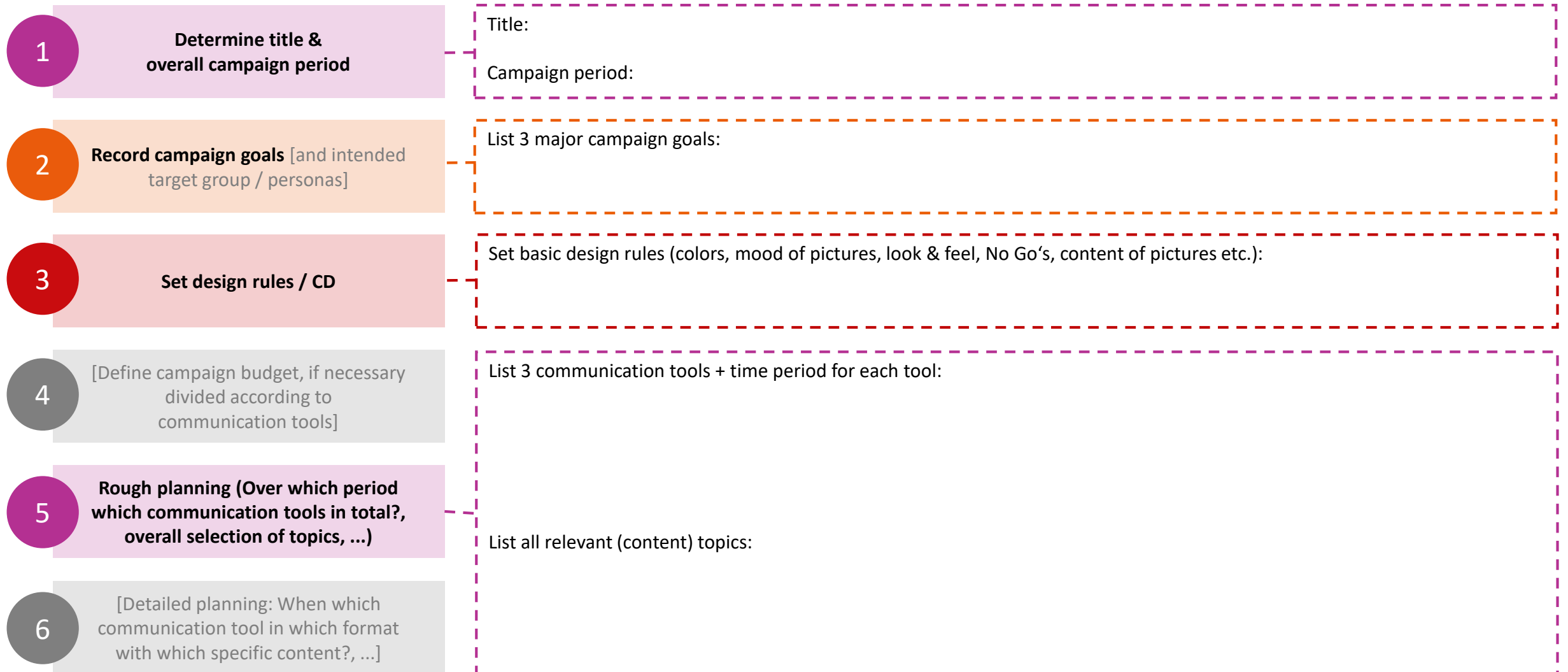
Quantity based

Suggestion for changes?

Analyse the sales channels currently used by your company! Do you suggest changes?



Create a rough campaign briefing for a digital marketing campaign for your company



Setting up a marketing plan: Done! 😊



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