

Tourism Marketing II - Final Project Outline

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Marketing Plan in Practice

1. Situation Analysis

- Internal
- External
 - Market structure analysis
 - Market nature analysis
 - Market evolution and trends

2. Situation Diagnosis

- SWOT analysis
- Competitive position matrix

3. Marketing Objectives

- Strategic objectives
- Effect of market maturity in the definition of marketing objectives
- Marketing objectives selection criteria

4. Marketing Strategies

- Portfolio strategies:
 - BCG matrix
 - Growth direction matrix (Ansoff)
 - External or internal growth
- Segmentation, positioning, and fidelity strategies (relation marketing, perceived value management)
- Functional strategies (product, pricing, distribution and sales, communication)

5. Action plans

Develop an action plan for each of the core dimensions: product, pricing, distribution and sales, communication.

6. Action plan prioritization

7. Provisional trading account

8. Plan monitoring indicators and metrics