

# 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**