

# Diploma - marketing planning and control.

## BPP Publishing - Diploma of Marketing and Communication

**Unit 6**  
Marketing Planning, Implementation and Control  
The unit 6 covers the following topics:  

- Introduction
- The Marketing Planning Process
- Marketing Audit
- Corporate Objectives
- Tactical Planning
- Marketing Strategies (Push Strategies, Pull Strategies)
- Setting the Budget
- Monitoring and Evaluating Marketing Performance
- Feedback Systems

**Unit 7**  
Product Development and Product Life Cycle  
The unit 7 covers the following topics:  

- Introduction
- Value of Product Innovation
- New Product Development (Generating an Idea, Idea Vetting, Concept Development and Screening, Market Analysis)
- Product Development and Marketing Strategy Development (Market Testing, Commercialisation)
- Reasons for Product Failure
- Product Life Cycle (PLC) (Introductory Stage, Growth Stage, Maturity Stage, Decline or Obsolescence Stage)
- Marketing Strategies at Different Stages of PLC (Growth Stage, Maturity Stage, Declining Stage)

Diploma in Marketing Course Structure Contents Page 4

Description: -

-Diploma - marketing planning and control.

-Champs linguistiques

CIM study textDiploma - marketing planning and control.

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This edition was published in 1992



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## MBA Distance Learning , Online MBA Correspondence Courses in India

Module 2 — The Marketing Environment Course content in Module 2 introduces candidates to the marketing environment, dissecting and investigating the micro-environment, the macro-environment and the internal-environment. The control phase of marketing is an oversight phase that ensures marketing efforts are meeting target goals.

## MBA Distance Learning , Online MBA Correspondence Courses in India

Applicants must show proof of completion of a degree or diploma program to be eligible. Ndegwa, the most marketable diploma courses in engineering are mechanical, electrical and civil.

## Diploma of Marketing and Communication

Business Law Module II 1. Diploma in Procurement and Supply Chain Have you ever dreamt of being a key decision-maker in an organization? Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives. During this phase, a company needs to divert the appropriate resources and time to support the new product, implementing a hierarchy through which the marketing program can be monitored, and assigning specific tasks to complete that help successfully support the marketing program.

## The official CIM Diploma in Professional Marketing

Module 7 - Product Development and Product Lifecycle A breakdown of the product lifecycle follows in Module 7, which also explores product development and product innovation value. How long does it take to complete? Software Marketing Programmes MARKETING MANAGEMENT CT-33 : Introduction of Marketing Management, Marketing Planning, Marketing Research, Marketing Segmentation, Study of Consumer Behaviour, Product Development, Branding, Packaging and Labelling, Pricing Policies, Channels of Distribution, Management of Physical, Wholesale and Retail Distribution, Advertisement and Sales Management. Critically examine the complexities of the Canadian federal system in relationship to social, political, and economic change.

## Diplomas notes

At TAFE Queensland our teachers are industry trained experts in their field so you are guaranteed to receive relevant and up-to-date learning in line with current market trends.

### **Online Marketing Courses**

Students explore a variety of topics and analyze their ethical implications and relevance to Canadian life. Pre-requisites: ENL7777 MGT7231 Introduction to Project Management Managers must know how to successfully plan and execute projects on time and within budget.

### **The official CIM Diploma in Professional Marketing**

Through examination of different theories from both historical and current perspectives, students develop an understanding of how learning is influenced by developmental, psychological and social elements. This course is delivered with state government funding. Thousands of Marketing professionals, managers and directors have been able to take their new knowledge to progress onto new roles, gain new contracts and re-think how existing business can be done better.

## Related Books

- [Improving university teaching - an inaugural lecture given in the University of Fort Hare on the 20t](#)
- [Mais que va-t-il devenir, ce garçon? - récit](#)
- [Anekdoty, aforizmy i melochishki o damakh](#)
- [Optimization-based computer-aided modelling and design - proceedings of the first working conference](#)
- [Preschool children in troubled families - approaches to intervention and support](#)