

4.2 Marketing planning

Checklist

What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
 - marketing plan
 - segmentation
 - targeting
 - positioning
 - niche market
 - mass market
 - unique selling point
- explain the role of marketing planning (AO2)
- explain segmentation and targeting (AO2)
- explain positioning and construct position maps (AO2, AO4)
- distinguish between niche market and mass market (AO2)
- explain the importance of having a unique selling point/proposition (USP) (AO2)
- discuss and recommend how organisations can differentiate themselves and their products from competitors (AO3)
- apply Porter's Generic Strategies in a given context (HL only) (AO2)

