



Croeso | Welcome to ABS A Level Business Lecture Series



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Strategic Planning: Marketing

- Content to support **Level 3 Business Qualifications**
- Dr Julie Abbott – jum1@aber.ac.uk

Learning Outcomes

- Understand the terms and approaches around strategic planning in marketing
- Understand some of the frameworks used at each stage

Planning Frameworks

- S – Situation Analysis
 - O – Objectives
 - S – Strategic Options
 - T – Tactics
 - A – Actions
 - C - Controls
- Where are we now?
 - Where do we want to be?
 - How do we get there?
 - Which way is best?
 - How do we know we have arrived?

Situation Analysis

- **(Where are we now)**
- Analysis of current environments
 - Internal – the organisation itself
 - Micro (or Meso) external – the immediate external environment that the organisation has the power to change
 - Macro – the overarching external environment that the organisation must work within

Situation Analysis - Models

- Internal
 - McKinsey 7 S, SWOT/TOWS, BCG, 7Ps, Mendelow Stakeholder Analysis and.....
- Micro External
 - Porter 5 Forces, SWOT/TOWS, STP, Mendelow Stakeholder Analysis and.....
- Macro External
 - PESTEL

Objectives

- **(Where do we want to be?)**
- Usually a subset of overall longer term goals
 - Which are a subset of the overall Vision
- 1 to 3 years
- SMART format
 - Specific, Measureable, Achievable, Relevant, Timebound

Strategic Options

- **(How do we get there and which way is best)**
- Big picture of how the organisation will move forward
- Over a number of years
- Achieve objectives and work towards achieving longer term goals
- Usually determined in terms of products and markets – especially for marketing
- Models include Porter's Generic Strategies, STP and Ansoff Matrix

This is content that we test in the...

- *Aberystwyth University Entrance Exam*
- Successfully complete an exam (there are multiple points in the year and you can take it in the subject you are best at) and earn yourself an unconditional or reduced offer for the Business School
 - More details here (use short link):
<https://www.aber.ac.uk/en/undergrad/before-you-apply/scholarships/entrance-scholarships-merit-awards/>

Ansoff Matrix

Products

Existing

New

Existing

Market Penetration

Product Development

1

2

Markets

4

16

New

Market Development

Diversification

(Source: Ansoff)

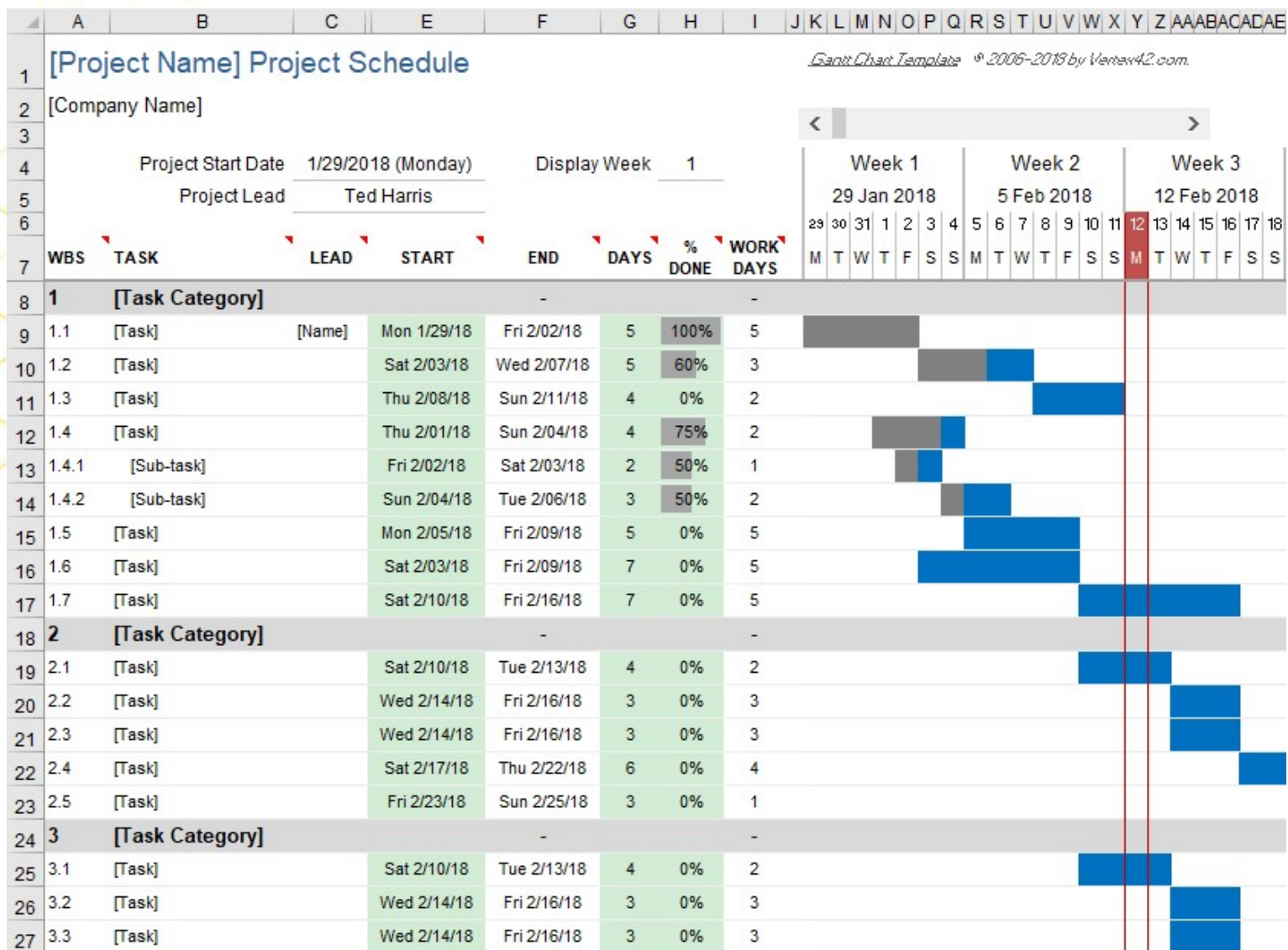
Tactics

- Operationalising the strategies into shorter timeframes
- In marketing usually one year or campaign cycle
- Marketing campaigns
- Uses the 7P's (marketing mix) primarily
 - Product, Price, Place, Promotion, Process, People, Physical Evidence

Actions

- Each Tactic is broken down into a set of activities that can be controlled through project management
- Each activity is measured to ensure success
- Gantt charts/timelines often used to control the set of activities that make up the overall tactic.
 - Usually a marketing campaign

Simple Gantt Chart



Controls

- **(How do we know we have arrived?)**
- Controls
 - Ensure that the project is delivered successfully
 - On time and within budget
 - Critical Success Factors, Gantt chart and.....
- Measures
 - Ensure that the project (campaign) achieves its objectives
 - Key performance Indicators, Balanced Scorecard, Return on Investment and.....

Summary

- This lecture has enabled you to:
 - Understand the terms and approaches around strategic planning in marketing
 - Understand some of the tools used at each stage

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