

Summary

4.2 Marketing Planning

Subject	Year	Start date	Duration
Business Management	IB2	Week 1, October	1 week 4 hours

Course Part

Unit 4 Marketing

Description

By the end of this Subtopic 4.2 - Marketing Planning, you should be able to:

- Outline the elements of a marketing plan.
- Explain the role of marketing planning.
- Comment upon the four Ps of the marketing mix.
- Construct and evaluate an appropriate marketing mix for a particular product or business.
- Evaluate the effectiveness of a marketing mix in achieving marketing objectives.
- Distinguish between target markets and market segments.
- Identify possible target markets and market segments in a given situation.
- Distinguish between niche markets and mass markets.
- Explain how organisations target and segment their market and create consumer profiles.
- Construct and explain a product position map/perception map.
- Analyse the importance of having a unique selling point/proposition (USP).
- Evaluate how organisations can differentiate themselves and their products from competitors.

Inquiry & Purpose

Inquiry / Higher Order Questions

Type

Inquiry Questions

Concept-based

To what extent are marketing practices a reflection of the values of a given time and culture?

Curriculum

Aims

Develop an awareness in the student that human attitudes and beliefs are widely diverse and that the study of society requires an appreciation of such diversity

Objectives

Demonstrate synthesis and evaluation of

business strategies and practices, showing evidence of critical thinking

Syllabus Content

Unit 4: Marketing

4.2 Marketing planning (including introduction to the four Ps)

The elements of a marketing plan

The role of marketing planning

The four Ps of the marketing mix

An appropriate marketing mix for a particular product or business

The effectiveness of a marketing mix in achieving marketing objectives

The difference between target markets and market segments

Possible target markets and market segments in a given situation

The difference between niche market and mass market

How organizations target and segment their market and create consumer profiles

A product position map/perception map

The importance of having a unique selling point/proposition (USP)

How organizations can differentiate themselves and their products from competitors

Concepts

Culture

Every organization operates in a range of environments in which its role may be interpreted differently. These expectations affect planning, decision making and strategy implementation. Within an organization, values and backgrounds influence what stakeholders focus on and how they work

ATL Skills

Approaches to Learning



Research

- In this unit, we will

assign a task that required students to use the library



Developing IB Learners

Learner Profile



Inquirers