

CHAPTER FIVE

MARKETING COMMUNICATIONS PLANNING

LEARNING OBJECTIVES

Having completed this chapter you should be able to:

- Understand the importance of developing a marketing communications plan.
- Recognize the value of the situational audit.
- Be able to describe the relationship between objectives, strategies and tactics.
- Understand the concept of positioning.
- Be familiar with the way budgets are created and allocated.
- Recognize the importance of control mechanisms.
- Understand the various levels of customer knowledge and suggest strategies for improvement.