

Pearson New International Edition



The Marketing Plan Handbook  
Marian Burk Wood  
Fifth Edition

# Pearson New International Edition

---

The Marketing Plan Handbook  
Marian Burk Wood  
Fifth Edition

PEARSON

# Marketing Plan Handbook

## Table of Contents

Cover

Table of Contents

1. Marketing Planning: New Pace, New Possibilities
2. Analyzing the Current Situation
3. Understanding Markets and Customers
4. Segmenting, Targeting, and Positioning
5. Planning Direction, Objectives, and Marketing Support
6. Developing Product and Brand Strategy
7. Developing Channel and Logistics Strategy
8. Developing Pricing Strategy
9. Developing Marketing Communications and Influence Strategy
10. Planning Metrics and Implementation Control

Index