

THE MARKETING PLAN



Dominique Faesch

MODULE LEADER

Dominique Faesch was a Professor, EHL for marketing and tourism from 2000 until 2006. A graduate from EHL, she also holds an MBA from Sherbrooke University, Quebec, Canada. Dominique began her career with the Swiss tour operator HotelPlan working on long-term assignments in Thailand, India, Sri Lanka, Russia, Greece, Spain, Canada, the USA and Brazil, before moving on to become Director of Sales and Marketing for Hyatt Hotels International in Montreux, Paris and Morocco, and for Crowne Plaza, Casablanca.

RECOMMENDED READING

- Kotler, P. and Armstrong G., (2005), *The Principles of Marketing* with CD, 11th Ed., Prentice Hall, New Jersey, ISBN 0-13-040440-3
- Macdonald M.H.B., (1999) *Marketing plans: how to prepare them, how to use them*, 4th ed., Butterworth-Heinemann, Oxford, ISBN 0-07-5065635-5
- Westwood J., (2005) *The Marketing Plan Workbook*, Kogan Page Ltd, London ISBN 0-74-4944178-X

PRICE

CHF1,800 (~€1,100)

Prices in Euros (€), as at October 2007, are only an indication; payment will be in Swiss Francs CHF)

MODULE DESCRIPTION

A logical marketing plan is a must for a company and for the elaboration of any project. It is a rigorous process that cannot be developed in just a few hours. Too often it is considered a time-consuming and somehow ineffective exercise where the authors have not completed the necessary strategic and professional approach. If you wish to develop a document that serves as a road map for an ongoing analytical process, for your daily marketing decisions, to stay on target for long and short term objectives, for teambuilding, you need to acquire the basics of marketing planning. The "Marketing Plan" Module is designed to be highly interactive and hands-on, using real cases, exercise and examples from different industries. During the three days you will learn how to recognize real opportunities and market trends that could boost your revenues. You will work out sales projections, using the best mix of profitable customers. You will learn how to best use your company's strengths for positioning purposes. You will be able to plan and budget marketing activities using a strategic and coherent approach and finally you will learn the importance of contingency plans. You will take away a toolbox that can help you adapt your strategic marketing planning to the specificities of your property, turning your marketing activities into an investment.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Identify the steps required to develop a marketing plan

Competencies

- Analyse specific environmental factors, including market trends and competition
- Explain appropriate decision making tools to support strategy choices
- identify integrated marketing activities that are efficient and adapted to various situations
- Evaluate and select the most appropriate marketing strategies
- Calculate the budget for a marketing plan

Mindset

- Apply strategic thinking to market-driven activities

METHODOLOGY

- Lecture, group discussion and case studies

PARTICIPANTS

- Sales, rooms, food and beverage managers and executives involved in the marketing plan process, but lacking the rudiments of marketing and seeking practical and immediately-applicable tools for their hotels and/or departments