

16.5: Discussion Questions and Activities

Discussion Questions

1. In addition to CMOs, why do you believe so many other employees participate in marketing planning?
2. What is the most important part of a marketing plan? Why? What is the least important? Why?
3. Why doesn't the execution of a marketing plan necessarily follow the same order as the plan itself?
4. What is the most important part of a marketing audit? Why? What is the least important part? Why?

Activities

1. Pick a product with which you are very familiar and create a simple marketing plan for it. Focus on one market segment.
2. Conduct an audit of a company's marketing plan as if you were a consultant. Selecting a relatively new consumer product may be easier because it is likely to have more press available that you can use for data.

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