

BUSINESS AND MARKET PLANNING PROTOCOLS™



COURSE DESCRIPTION

This one-day course provides attendees with the knowledge, skills and tools to efficiently prepare coherent business cases and marketing plans.

Companies operate in dynamic and complex environments that impact their ability to be profitable. Consequently, it only makes sense to plan ahead the direction of a business so that the products and services it provides meet the overall business objectives. This course demonstrates the process of formulating plans that evaluate business opportunities and guide marketing efforts, i.e., writing a business case and the resulting marketing plan.



BLACKBLOT
Product Management Expertise™

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COURSE SYLLABUS

- I. Planning Fundamentals
 - Planning Principals
 - Planning Mistakes
 - Business and Marketing Planning
- II. Business Planning
 - Introduction to Business Plans
 - Purpose of a Business Plan
 - Business Information
- III. Business Plan Fundamentals
 - Business Plan Components
 - Business Plan Layout
 - Executive Summary
 - The Product
 - Market Analysis
 - Financials
 - Business Planning Emphasis
 - Business Case
- IV. Business Plan Delivery
 - Oral Presentation
 - Why Business Plans Fail
 - Final Tips
- V. Market Planning
 - Market and Business Planning Relationship
 - Market Planning Definitions
 - Marketing Plan Purpose
 - Market Research
 - Prerequisites and Requirements
 - Market Planning Understandings
 - Marketing Plan Components
 - Marketing Plan Layout
- VI. Marketing Fundamentals
 - Marketing Core Issues
 - Market Planning Philosophy