

Session 9

Marketing Plan Implementation and Control

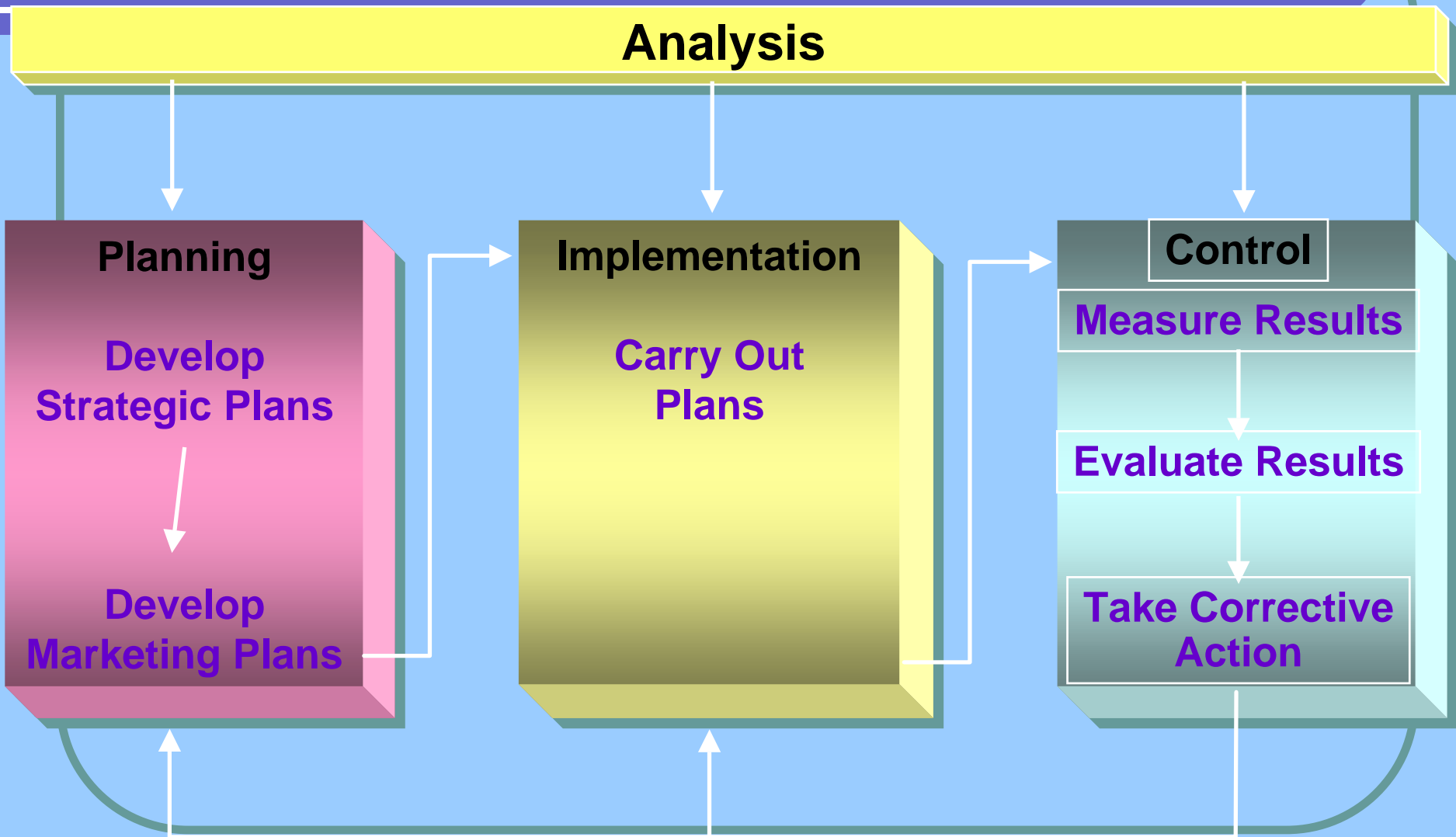
Text: Chapter 2, Appendix 2

Outline

- I. Managing Marketing Efforts**
- II. Organizing the Marketing Department**
- III. Four skills needed for effective implementation**
- IV. Types of Control**
- V. Marketing Control Process**
- VI. Marketing Audits**

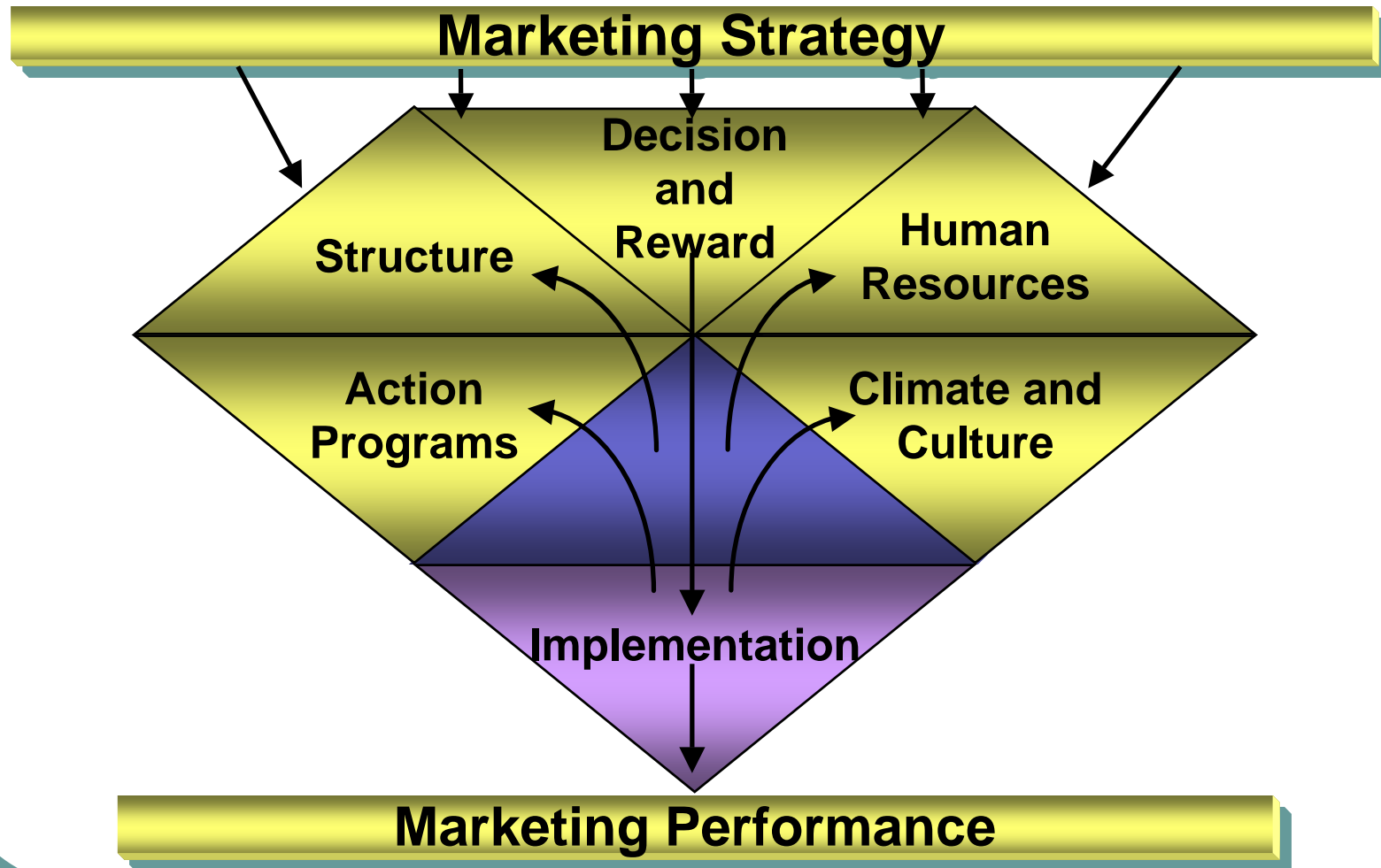
I. Managing Marketing Efforts

9-3



Marketing Implementation

9-4



II. Organizing the Marketing Department

9-5

Four Typical Organizing Patterns

- **Product Management**
- **Functional**
- **Market Management**
- **Geographic**



III. Four skills needed for effective implementation

9-6

- **Diagnostic skills**
- **Identification of company level**
- **Implementation skills**
- **Evaluation skills**



IV. Types of Control

9-7

- **Annual-Plan Control**
- **Profitability Control**
- **Efficiency Control**
- **Strategic Control**



IV-1. Annual-Plan Control

- **Sales Analysis**
- **Market Share Analysis**
- **Marketing Expense-To-Sales Analysis**
- **Financial Analysis**
- **Market-based scorecard analysis**



- **Marketing-Profitability Analysis**
(identifying the functional expenses, assigning the functional expenses to the marketing entities, and preparing a profit-and-loss statement for each marketing entity)
- **Determining the Best Corrective Action**
- **Direct versus Full Costing**
(direct costs, traceable common costs, and nontraceable common costs)

IV-3. Efficiency Control

9-10

- **Sales Force Efficiency**
- **Advertising Efficiency**
- **Sales-Promotion Efficiency**
- **Distribution Efficiency**

IV-4. Strategic Control

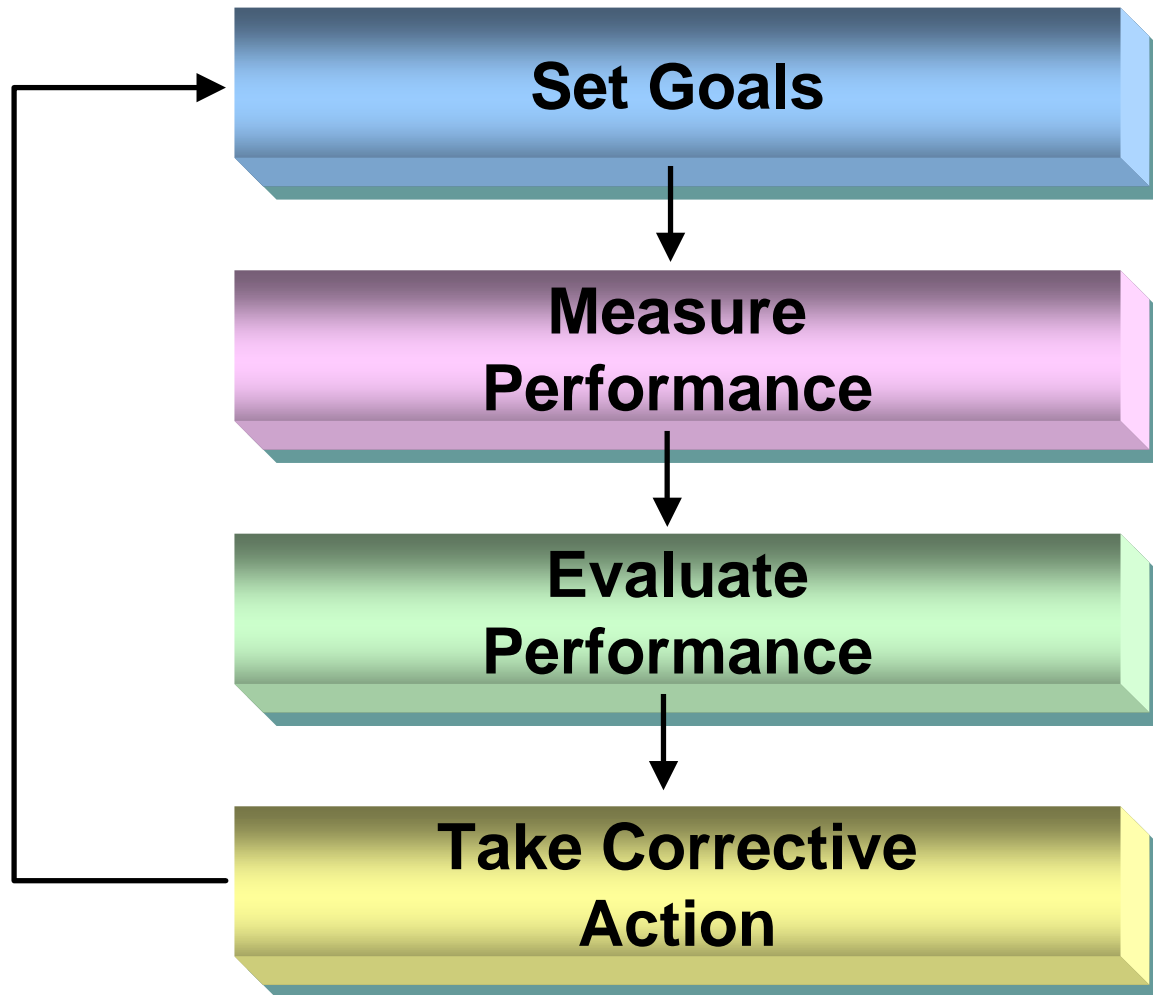
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- **The Marketing-Effectiveness Review**
- **The Marketing Audit**
- **The Marketing Excellence Review**
- **The Ethical and Social Responsibility Review**



V. Marketing Control Process

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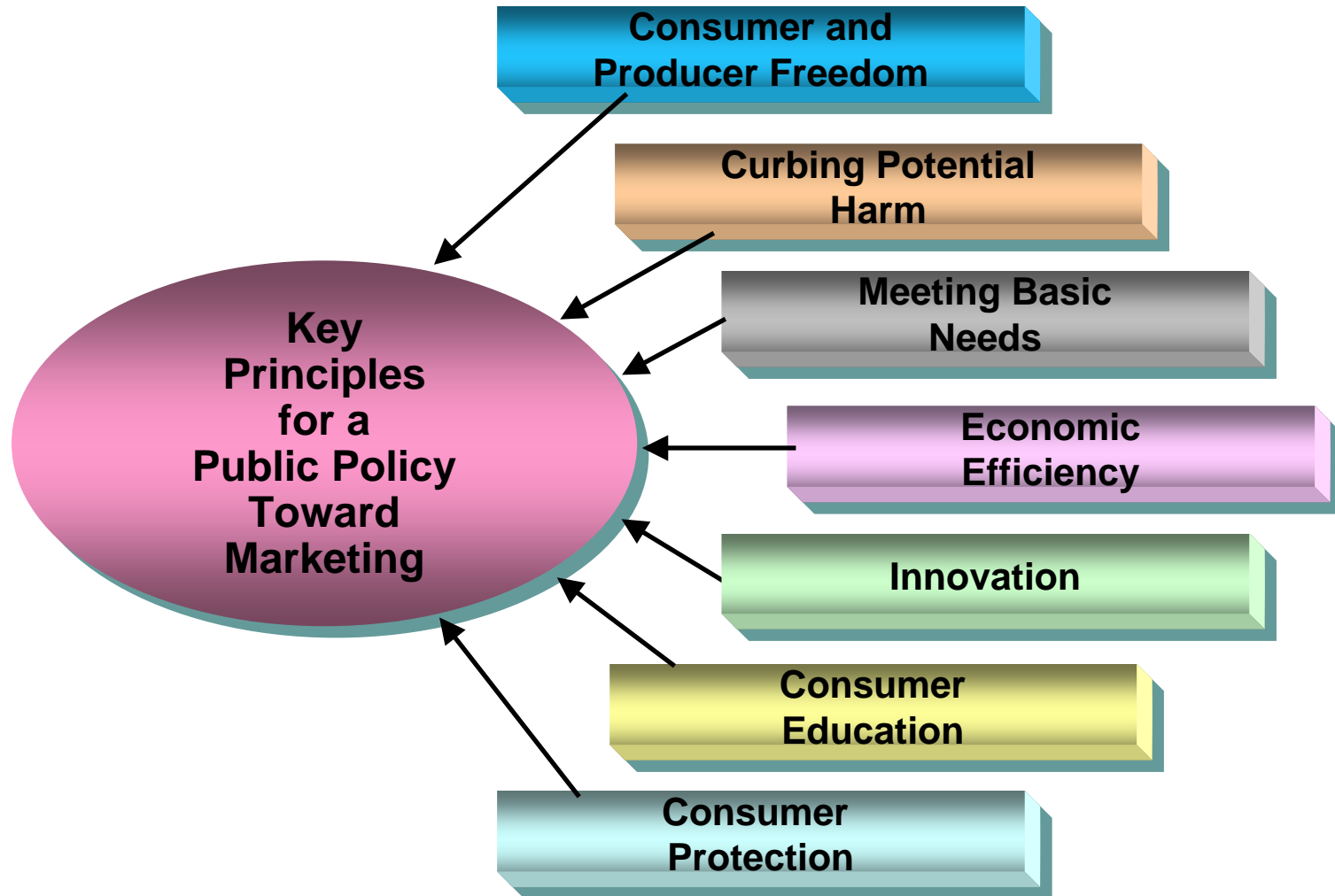


Types of Marketing Audits

- **Environment**
- **Strategy**
- **Function**
- **Productivity**
- **Systems**
- **Organization**

Principles For Public Policy Toward Marketing

9-14



Coverage of a Legal compliance Program

Competition Law

Competition Law

Product liability

Sales & after-sales finance

International agreements

Transport law

Sale of goods

Contract & consumer law

Standards - licensing

Advertising

Intellectual property

Copyright reforms

International marketing law

Protection of computer chips

***1. What activities make up the implementation phase of marketing management? Is it better to have a good marketing strategy that is poorly implemented, or a mediocre strategy that is well implemented?
(cont.)***

Questions

9-17

2. A large manufacturer of industrial equipment has a salesperson assigned to a major city. Regional sales managers supervise the sales representatives in several cities. The chief marketing officers wants to evaluate the profit contribution of the different cities. How might each of the following costs be allocated to each of the cities: (a) the aggregate costs of sending bills to customers; b) district sales managers' expenses; (c) national magazine advertising; and (d) marketing research?