




CHAPTER 11

Planning and Budgeting the Marketing Mix


Part 1: Pages 287 - 295

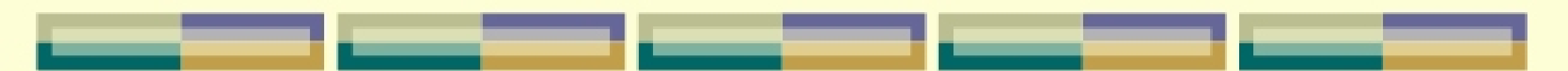




Introduction

The introductory material presented a case study of sorts explaining how an organization, population services international (PSI), analyzed statistical databases and used the results of this analysis to direct their decision-making processes





Core Marketing Strategy

- Six areas a marketing manager must analyze when developing the organization's core marketing strategy:
 - Target customers
 - Probable changes in future environment
 - Potential competition
 - Organizational strength and weaknesses
 - Organizational structure
 - Organizational resources
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