Cultural Relevance

During this semester students will be working in teams (3 - 4 people) to develop a marketing plan for a product or service of one of the following iconic Australian brands:
- VB - Foster’s Group Limited
- Cherry ripe – Cadbury Australia
- Vegemite – Kraft Foods Australia
- Domestic flights - Qantas
- Tim-Tam – Arnott’s Australia
- Redheads matches – Redheads Australia
- Winfield – British American Tobacco Australia
- Fresh fruit juice – Boost Juice Bar
- Home loans – Bendigo bank

Professional Relevance

ELSS – REW – 3.1
- Presentation and public speaking

Reviewing the issues p.74

1. Are some of the components of the marketing plan more important than others? Is it justifiable to leave them out?
2. Changes are so fast that there is no time to develop marketing plans. Shouldn’t companies just get on with doing the business?
3. Why small business might not complete marketing plans?
4. Many organisations are restructuring as smaller SBUs which makes it easier to develop marketing plans. Might there be other reasons why this is happening?
5. There is often confusion between the marketing plan and the marketing planning process. Elaborate on each, and discuss why they are important.
6. Is there a difference between a business plan and a marketing plan? In any event, explain the reasoning behind your answer.