

**Berkeley City College
Strategic Marketing Plan**

Introduction

Marketing Plan Outline

Vision for Service or Product

Core Values
Mission
Strategic Direction
Strategic Infrastructure

Strategic Marketing Plan

Objectives (Measurable Factors)
Situation Analysis (Strengths, Weaknesses, Opportunities, Threats (SWOT),
Environmental Scans
Target Marketing
Positioning
Integrating the Marketing Mix

Marketing Mix Plans

Product or Service

Topics to analyze and explain in this section can include, but are not limited to: description of the service; the service's marketing environment; a description of competitors who have similar services; an explanation of the marketing niche your service may fit into.

Place

Topics to analyze and explain in this section include, but are not limited to: channels of distribution, external and internal representatives and points of contact, service presentation, placement strategies.

Promotion (Marketing Communications)

Topics to analyze and explain in this section can include, but are not limited to: advertising, public relations, sales promotion strategies, cost of promotional activities, direct marketing, e-commerce, international plans.

Pricing

Topics to analyze and describe in this section can include, but are not limited to: production costs, staffing costs, general budget for the plan, comparison to expenditures of competitors

Additional Note

Appropriate sections of the plan also may include descriptions and analyses of the research conducted as well as plans for research that may be needed in the future.

