



the 3X3 structure of the marketing concept [e-book]

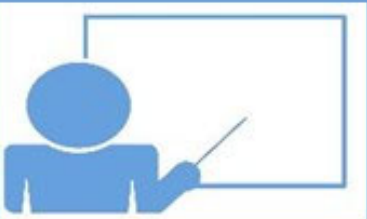
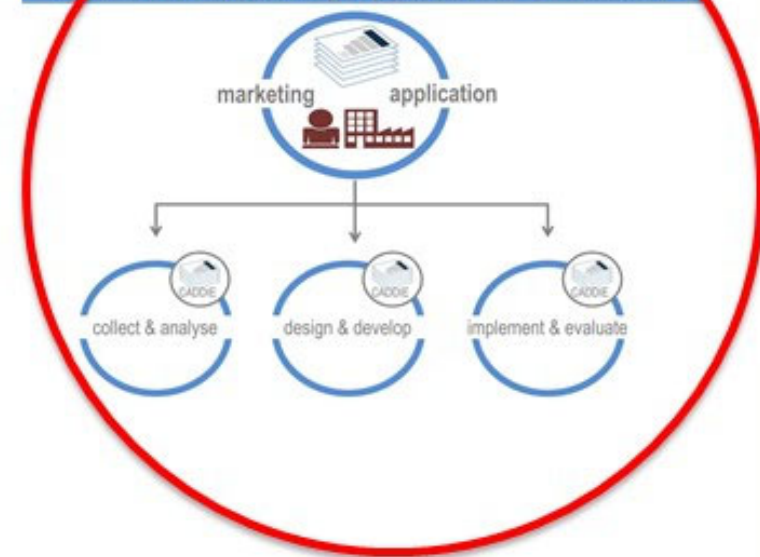
Section 1: Marketing Philosophy - [3 modules]



Section 2: Marketing Theory - [3 modules]

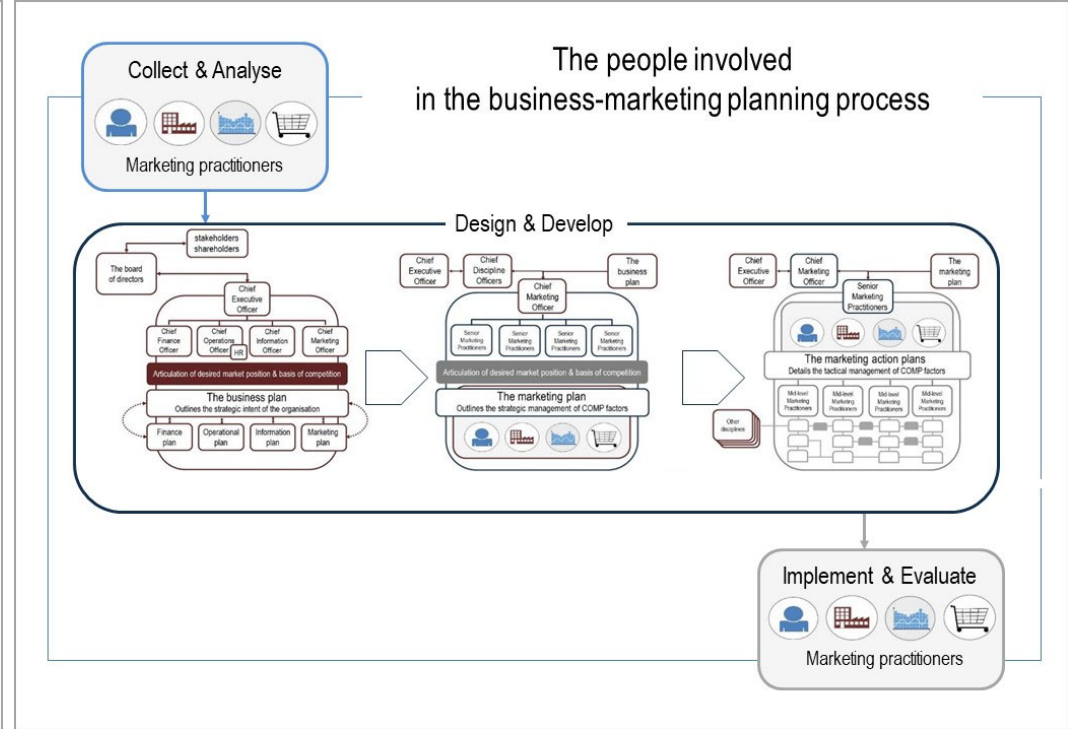
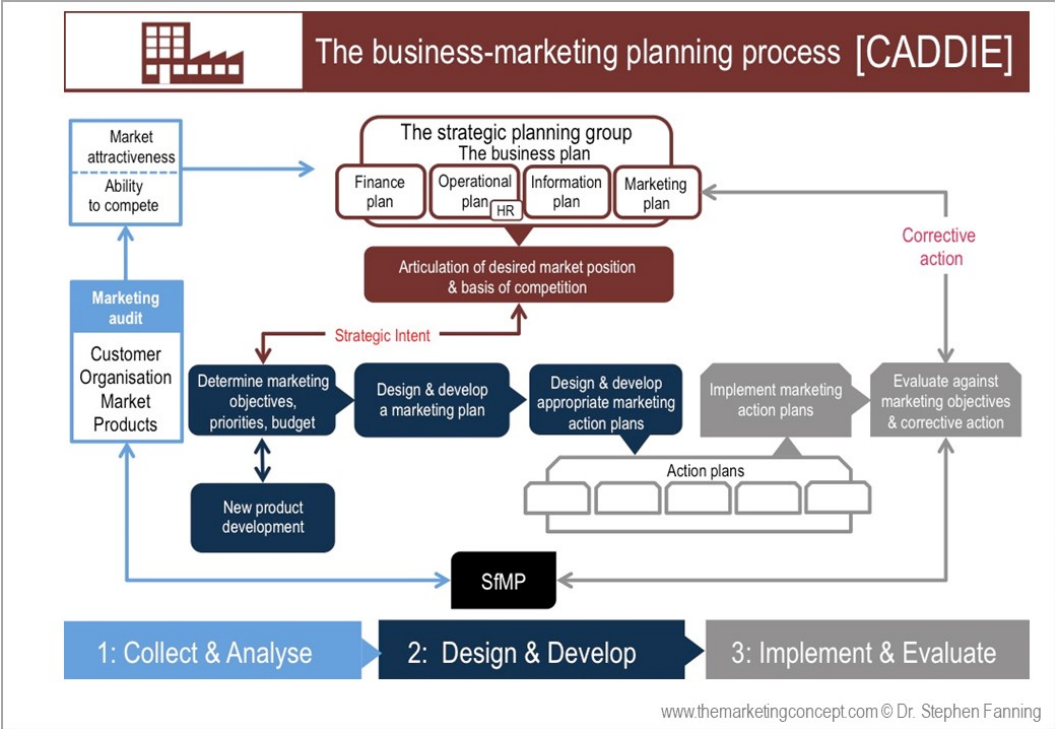


Section 3: Marketing Application - [3 modules]



We will preview section 3 [marketing application]

The steps & the people involved in the CADDIE Business-marketing planning process



We take the COMP factors from research to application

We take create the strategies & tactics to go to market



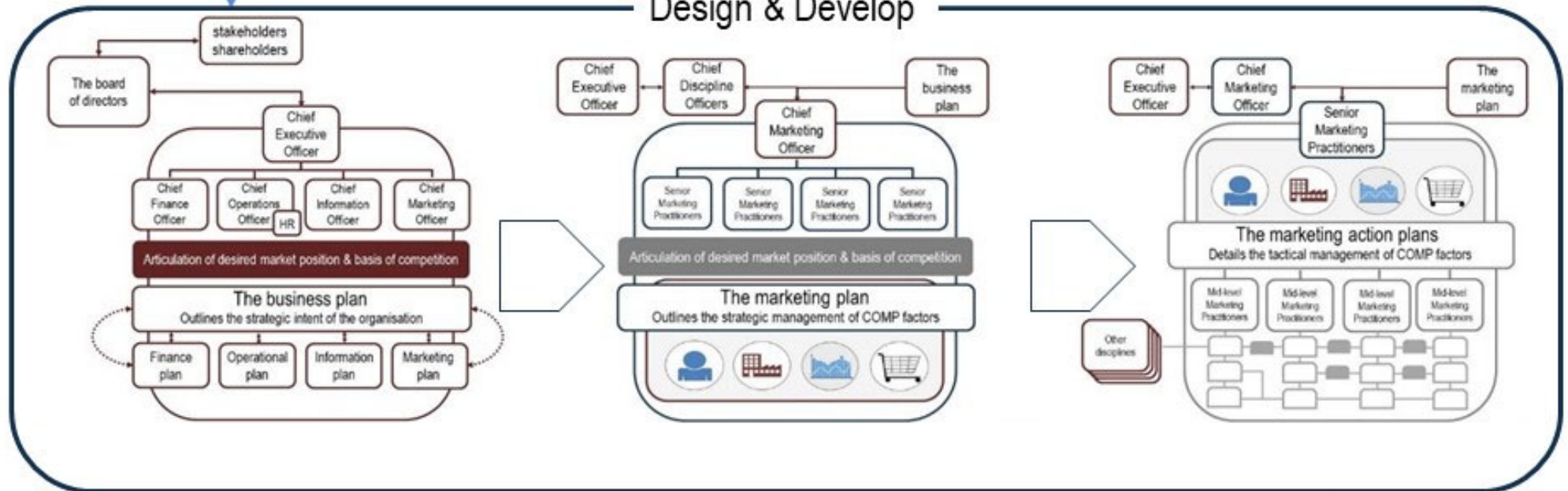
The people involved in the business-marketing planning process

Collect & Analyse



Marketing practitioners

Design & Develop



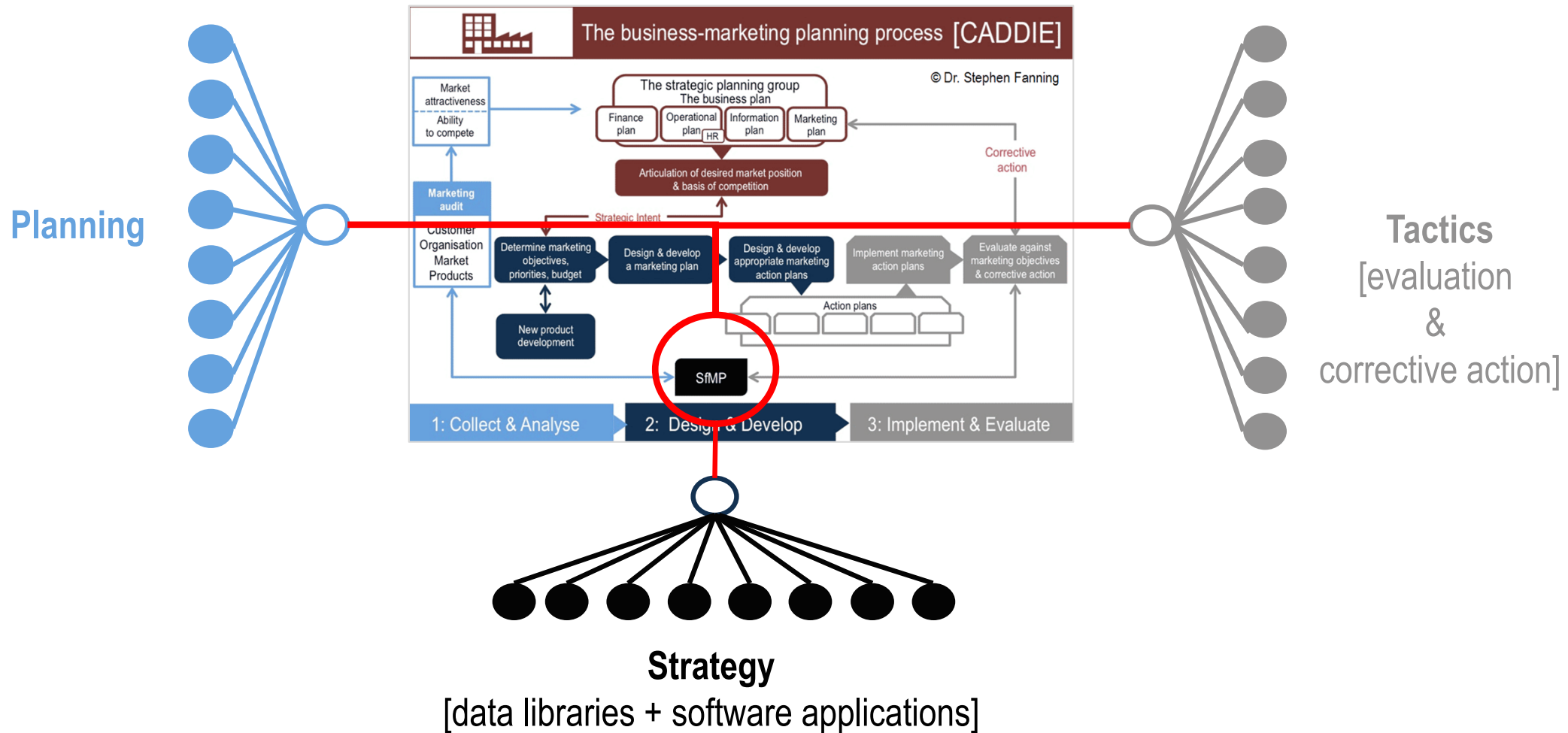
Implement & Evaluate



Marketing practitioners

Software for Marketing Practitioners

The objective is to best satisfy the needs of the customer & the organisation



The COMP factors influence all decision-making for both customer & organisation

COMP factors



Customer considerations



Organisation considerations



Market considerations



Product considerations



Organisations adopt the marketing concept



Organisation considers the prevailing situational factors [COMP]

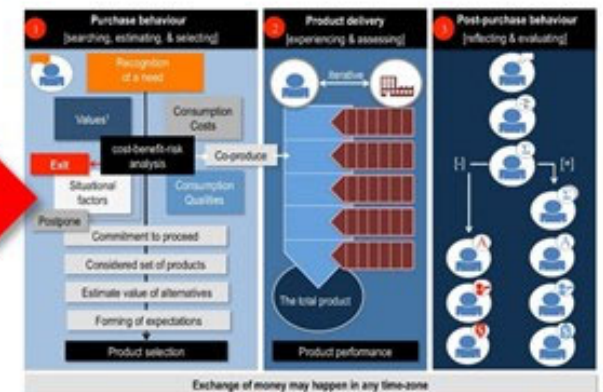


Design and develop a unique marketing philosophy



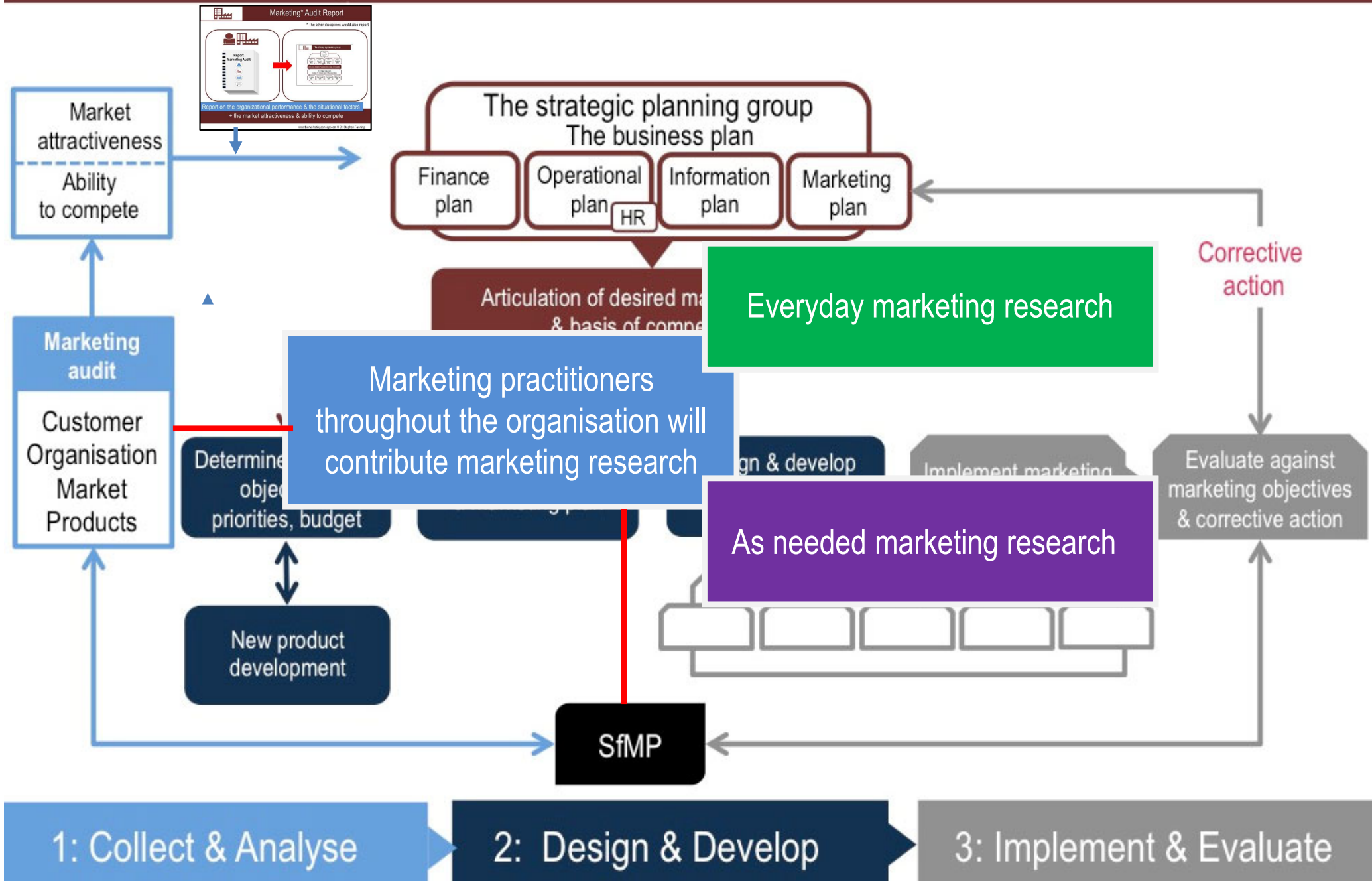
Nurtures an organisational culture

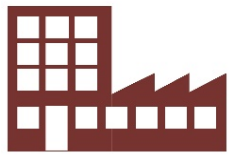
www.themarketingconcept.com © Dr. Stephen T. Jarratt



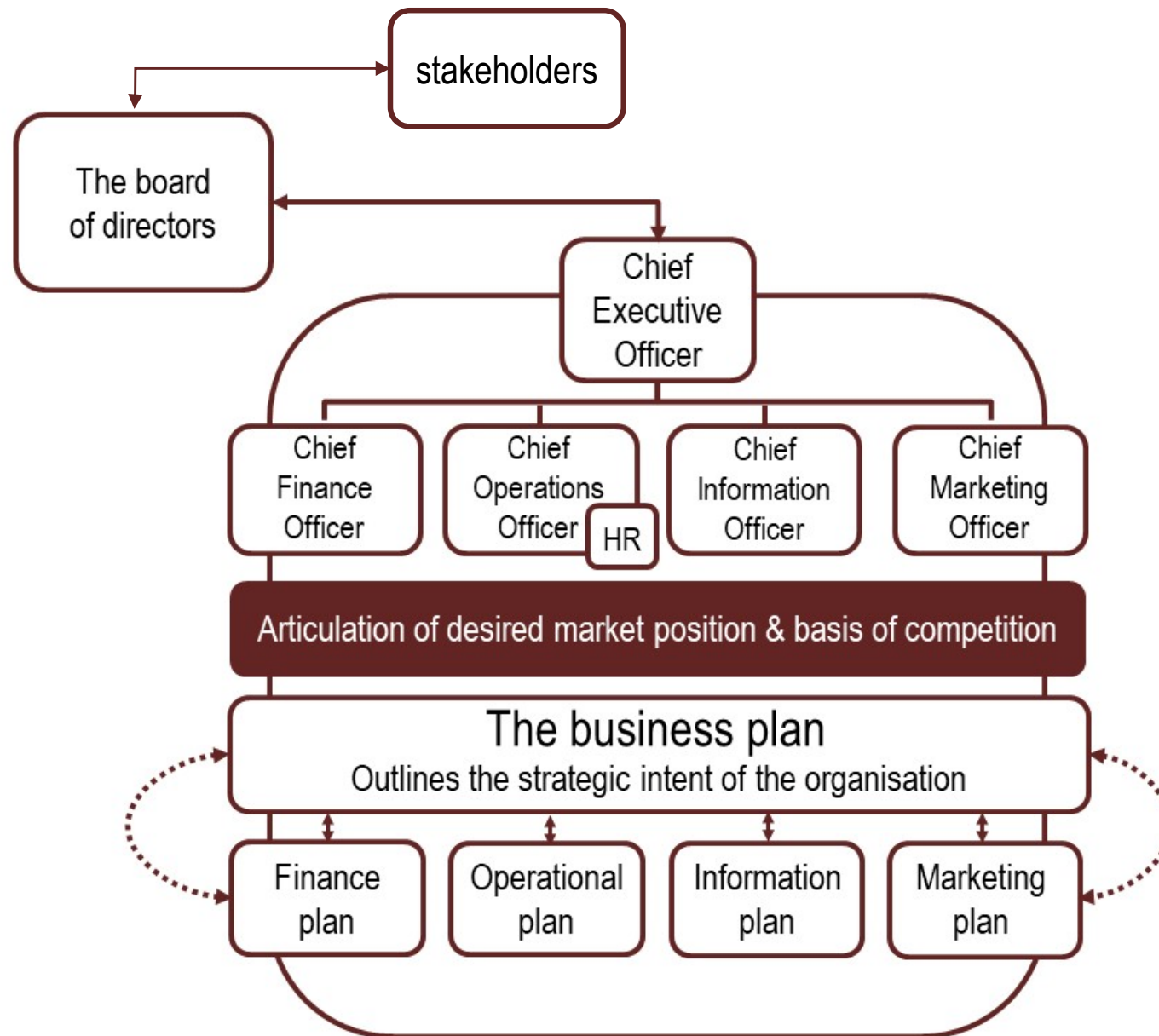


The business-marketing planning process [CADDIE]



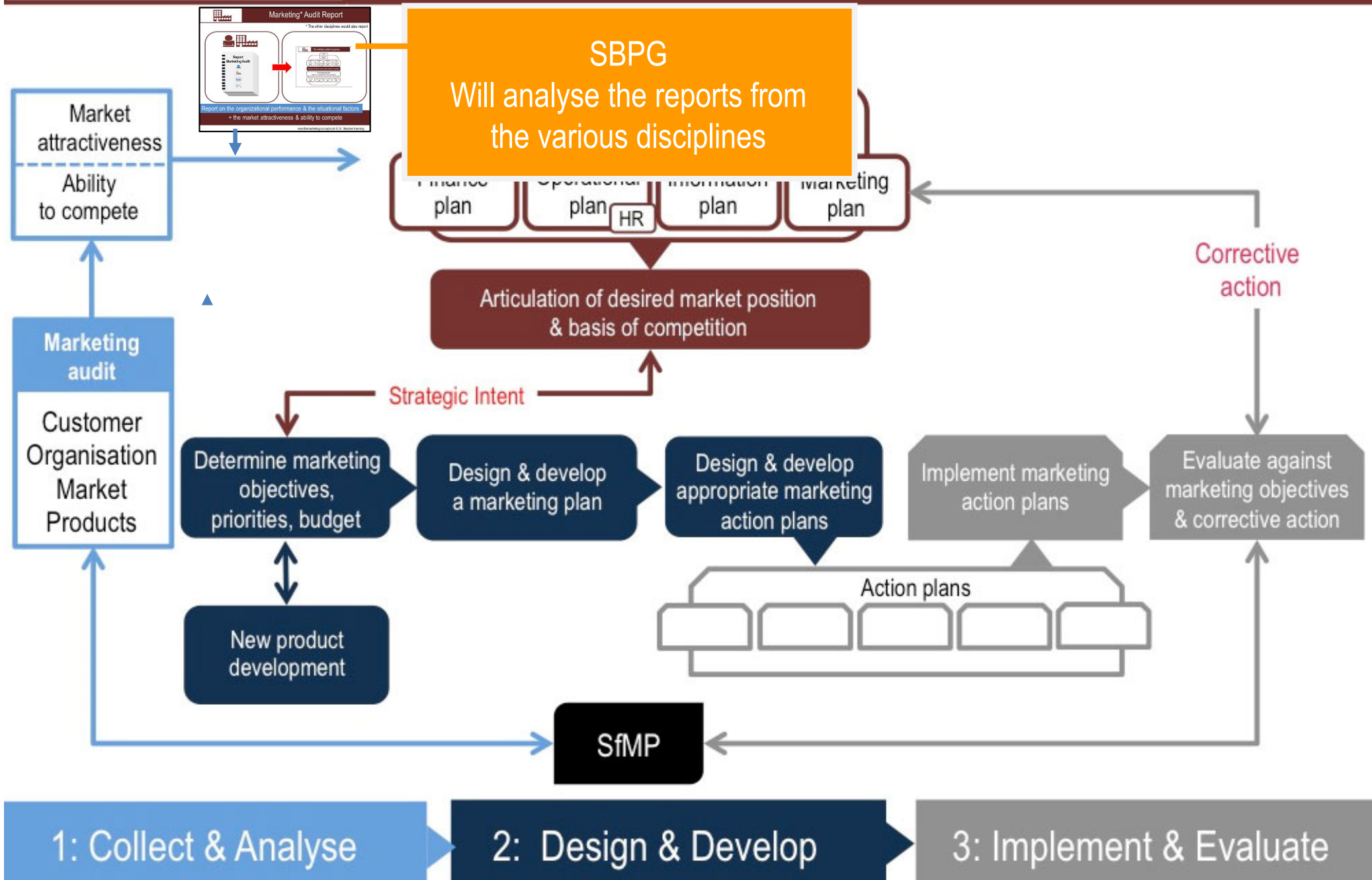


The Strategic Business Planning Group





The business-marketing planning process [CADDIE]





The business-marketing planning process [CADDIE]

