



Marketingplanung im Überblick - Strategisches und operatives Controlling (German Edition)

Andreas Haug

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Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Controlling, Note: 2,3, Hochschule Pforzheim, Sprache: Deutsch, Abstract: In dieser Seminararbeit soll auf die Grundzüge der Marketingplanung eingegangen werden. Die Marketingplanung schließt mit der Implementierung des Marketing-planes und dem Marketing-Controlling ab. Dies wird abschließend in kurzer Form behandelt.

Grundlagen der Marketingplanung:

Das Wesen einer Planung ist eine systematische Vorgehensweise um Aussagen über zukünftige Ereignisse oder Entwicklungen zu treffen. Dabei wird unter getroffenen Annahmen zielgerichtet nach Problemlösungsvarianten gesucht. Die Planung dient als Grundlage der Zielerreichung und hat u.a. eine Informations- und Orientierungsfunktion.

Bei der Marketingplanung wird die Ausgangssituation analysiert um darauf aufbauend ein Marketingkonzept zu entwickeln. Dieses Konzept enthält neben der Angabe zur Positionierung des Angebotes im Markt auch Angaben zur Verwendung von Marketingmaßnahmen.

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