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A marketing plan is composed of an analysis of the current marketing situation, its objectives, the firm's strategy for the four Ps, an analysis of opportunities and threats, and appropriate financial statements A marketing plan represents the output of a three-phase process: planning,

implementation, and control The planning phase requires

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### **Chapter 02 Developing Marketing Strategies and a Marketing ...**

Developing Marketing Strategies and a Marketing Plan True / False Questions 1 Strong supplier relations and efficient supply chains help firms such as Walmart to achieve operational excellence True False 2 To build a sustainable competitive advantage, companies should focus on a single strategy True False 3

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A marketing strategy identifies (1) a firm's target markets(s), (2) a related marketing mix (four Ps), and (3) the bases on which the firm plans to build a sustainable competitive M Marketing 4th Edition Grewal Solutions Manual

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**SYLLABUS FOR MARKETING PRINCIPLES**

2 Identify and explain fundamental marketing principles and concepts 3 Illustrate the impact of multinational and social responsibility considerations on marketing decisions 4 Analyze and critically think about real-life marketing issues REQUIRED TEXT: Dhruv Grewal and Michael Levy, Marketing, 4th edition, McGraw-Hill Irwin, 2014