The marketing plan as a strategic tool is an interactive technical note that describes the process of drafting a Marketing Plan. The process is illustrated with two case studies.

The student will work through the different sequences of a Marketing Plan:

- Planning
- Levels of planning
- Definitions
- Contents
- Realization
- Final result
The theory is complemented with examples, advice, graphs and practical exercises to reinforce the concepts.
Using the case studies (about a large company and a smaller one), students compare different approaches to drafting marketing plans.