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Customer satisfaction: The marketing concept. A good listener. Finding a competitive advantage. Strategic planning and marketing: Importance of strategic planning. Strategic planning defined. Strategic marketing planning: Defining and analyzing product-markets. Target market strategy. Marketing program positioning strategy. The strategic marketing plan. Evaluating marketing performance. Marketing's strategic challenge.

- Situation assessment: Environmental forces. Product-market and competition analyses. Analysis of company strengths and limitations. Summary of opportunities and threats. Corporate mission and objectives: Corporate development alternatives. Deciding corporate mission. Business composition: Some definitions. Establishing business boundaries. Forming strategic units.

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- - Designing the marketing organization: Design considerations. Functional organizations. Product organizations. Market organizations. Combination approaches. Financial analysis: Marketing's influence on financial performance. Financial analyses and forecasts. Short-term plans and implementation: Planning cycle and frequency. The short-term marketing plan. Implementation.

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Methods for obtaining information: The internal information system. Standardized information services. Special research studies. Information, analysis, and action: Opportunities and performance gaps. Determining strategic action. Managing change.