

## **MARKETING PLANNING**

### **Study Organizer**

**Directions:** Follow the outline below to identify the steps of a marketing plan.

## **Elements of a Marketing Plan**

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**I. Executive Summary**

**II. Situation Analysis**

**III.**

**IV.**

**V.**

## MARKET SEGMENTATION

### Study Organizer

**Directions:** Use a chart like the one below to list differences between mass marketing and market segmentation.

### Mass Market Versus Market Segmentation

Mass Market	Market Segmentation
Definition	Ways to segment 1. Demographics 2. 3. 4.