

The Components of Strategic Marketing and Its Importance to Achieving Organisational Goals

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Abstract

Strategic marketing is an essential component in order to ensure organisational goals are met. The marketing plan then becomes a critical document. The marketing plan must comprise of current analysis of the market and available market opportunities. The mission, vision, goals and objectives of the organisation must also be detailed as well as the interest of the shareholders. The target market must be well detailed, the marketing timelines and the expected risks. In overall, the budget for development of the marketing plan must be known and adhered to.

Keywords: Components of marketing, organisational goals, importance of strategic marketing

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