



ИНТЕРНЕТ СЕССИЯ

ВСЕРОССИЙСКАЯ ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА ДЛЯ ВРАЧЕЙ

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Marketing Plan

The marketing plan is a document that outlines the company's marketing strategy and tactics for a specific period of time. It serves as a roadmap for the marketing department and provides a clear direction for the company's marketing efforts.

The marketing plan typically includes the following sections:

- Executive Summary
- Company Overview
- Market Analysis
- Marketing Objectives
- Marketing Strategy
- Marketing Tactics
- Marketing Budget
- Marketing Evaluation

The marketing plan is a living document that should be reviewed and updated regularly to reflect changes in the market and the company's needs.

By developing a marketing plan, a company can ensure that its marketing efforts are focused, coordinated, and effective.

The marketing plan is a key component of the company's overall business plan and provides a clear framework for the marketing department's activities.

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