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Marketing planning: the basis for strategy and tactics a. Definition of planning: the process of anticipating future events and conditions and

determining the best way to achieve organizational objectives b. Planning is important for both large and small companies c. Marketing planning i. Marketing planning refers to implementing planning Contemporary Marketing

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Bank. Chapter 2: Strategic  
Planning in Contemporary  
Marketing. TRUE/FALSE.

1. The planning process  
identifies objectives and  
determines the actions that  
are needed to attain those  
objectives.

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12. You're welcome :) STUDY.  
PLAY. Product. Bundle of  
physical, service, and symbolic  
attributes designed to satisfy a  
customer's wants and needs.

Services. Intangible tasks that  
satisfy the needs of consumers and  
business users. Goods.