



Marketing Plans in a Week

Ros Jay

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The ability to create a successful marketing plan is crucial to anyone who wants to advance their career. Written by Ros Jay, a leading expert on marketing as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to create a successful marketing plan.

The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience.

So what are you waiting for? Let this book put you on the fast track to success!

Sunday: What is a marketing plan?

Monday: Asking questions

Tuesday: Researching the answers

Wednesday: The objectives

Thursday: Converting objects into action plans

Friday: Putting the plan together

Saturday: Using the marketing plan

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