

## Section IV

### *Plan. Design. Execute.*

The American Marketing Association settled on the following definition of the profession:

**Marketing** - An organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. - Marketing News 9/15/04

There are so many smart and creative people involved in marketing, advertising, public relations and countless allied occupations designed to support business with something to offer. Marketing and marketing people deserve a lot more respect than they typically get. If you are in this business, you need a thick skin. If you are good at what you do, you will be able to see for yourself what a difference your efforts can make to the continuing success of your company or clients. Be devoted to quality. Don't compromise. Celebrate successes.

This section offers you the highlights of a real marketing communications plan. It also offers you an early draft of a speech that will, no doubt, seem similar to circumstances many businesses have encountered in recent years. All or part of it may apply to your unique challenges as a marketing manager or business owner or executive. I'm happy to share it with you as I hope it will help you think your unique challenges.

Go Team. Plan well. Design with quality and passion. Execute flawlessly. Cheers.