



Planungsmethoden der Strategischen Situationsanalyse (German Edition)

Marco Markus

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Studienarbeit aus dem Jahr 2000 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,3, Universität der Bundeswehr München, Neubiberg (FB Wirtschaftswissenschaften), Veranstaltung: Hauptseminar, Sprache: Deutsch, Abstract: 1 Einleitung

Um die strategische Situationsanalyse richtig einordnen und ihre Bedeutung für ein Unternehmen richtig darstellen zu können, ist es zunächst notwendig etwas zur Marketing-Planung zu sagen. Die Marketing-Planung, die einen wesentlichen Bestandteil der Unternehmens-Planung darstellt, gewinnt angesichts der wachsenden Dynamik und Komplexität des Umwelt- und Unternehmensgeschehens immer mehr an Bedeutung. „Marketing-Planung bedeutet das systematische und rationale Durchdringen des künftigen Markt- und Unternehmens-geschehens mit dem Zweck, daraus Richtlinien für das Verhalten im Marketingbereich abzuleiten“ (Nieschlag et al. 1997, S. 871). Dieser informationsaufnehmende, informationsverarbeitende und willensbildende Prozeß läßt sich in logisch differenzierbare Phasen aufgliedern, von denen die erste Phase die strategische Situationsanalyse ist. Als weitere Phasen folgen die Zielplanung, die Strategieplanung, die Maßnahmenplanung und die Kontrolle.

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