

MARKETING PLANNING PHASES

This diagram illustrates where marketing and the marketing audit fit within the entity's planning structure. The arrows indicate the review path.

- *“How does this activity align with our entity's mission and objectives” Checks our actions*
- *“How does our entity's mission and objectives lead our actions?”Checks verifies the mission/values*

The SW/LOT analysis is used as an audit tool. I've added the second SW/LOT to verify objectives and strategies.

