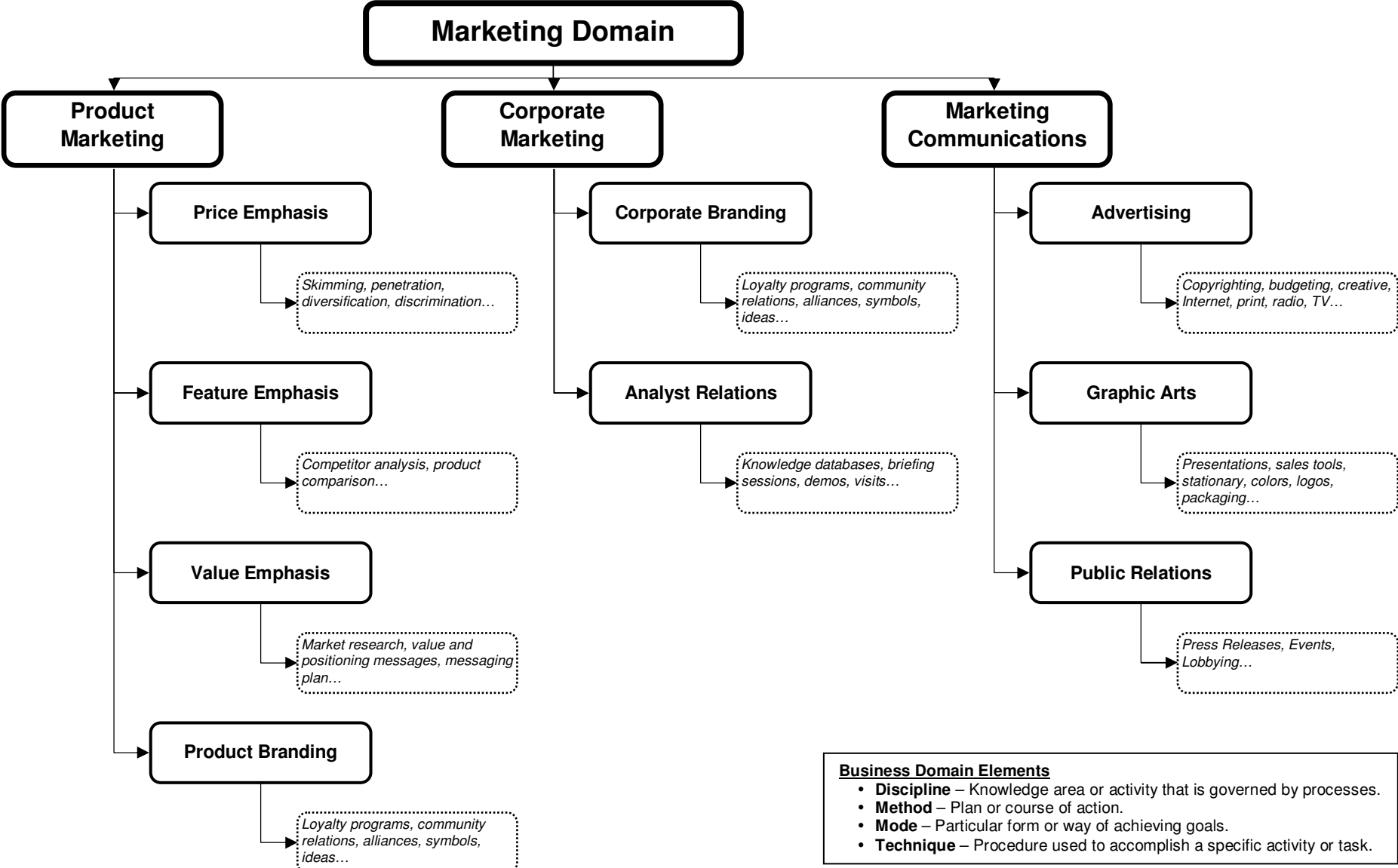


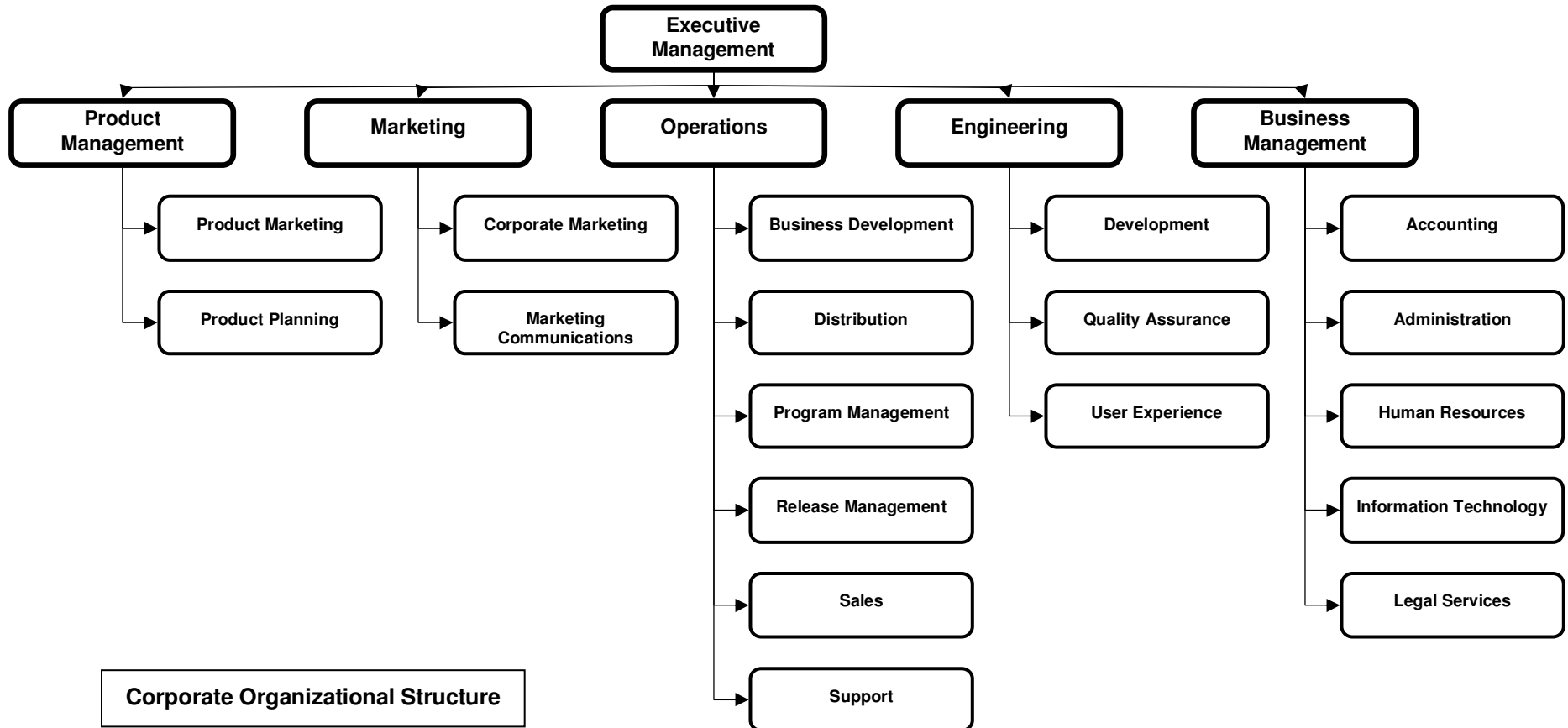
# Blackblot Marketing Model

\* Part of the "Strategic Product Management for Marketers™" course.



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Blackblot Marketing Model – Marketing Domain Strategies (Summary Table)	
<b>"Strategy"</b>	Coordinated set of long-term decisions that help achieve corporate objectives.
<b>"Market Strategy"</b>	Decisions that define target markets, set marketing objectives, and outline how to build a corporate competitive advantage.
<b>"Marketing Strategy"</b>	Decisions that determine how to achieve marketing's goal in a particular target market, through the selection and application of marketing mixes.
<b>"Product Strategy"</b>	Decisions that build and enhance products to fit market needs, and outline how to build a product competitive advantage. (Product strategy belongs to the product management business domain).

Blackblot Marketing Model – Marketing Domain Plans (Summary Table)	
<b>"Market Plan"</b>	Description of the long-term goals and messages delivered to the target market relative to a particular company or product.
<b>"Marketing Plan"</b>	Description of the selection and application of marketing mixes in the target market.
<b>"Marketing Program"</b>	Description of the short-term marketplace effort designed to obtain a specific marketing goal.

Blackblot Marketing Model – Marketing Domain Plan/Strategy/Department Mapping (Summary Table)		
Plan Type	Market Plan	Marketing Plan
<b>Strategy Type</b>	"Market Strategy" and elements of the "Product Strategy"	"Marketing Strategy"
<b>Corporate Department</b>	<ul style="list-style-type: none"> <li>Product Marketing (relative to the product)</li> <li>Corporate Marketing (relative to the company)</li> </ul>	Marketing Communications

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