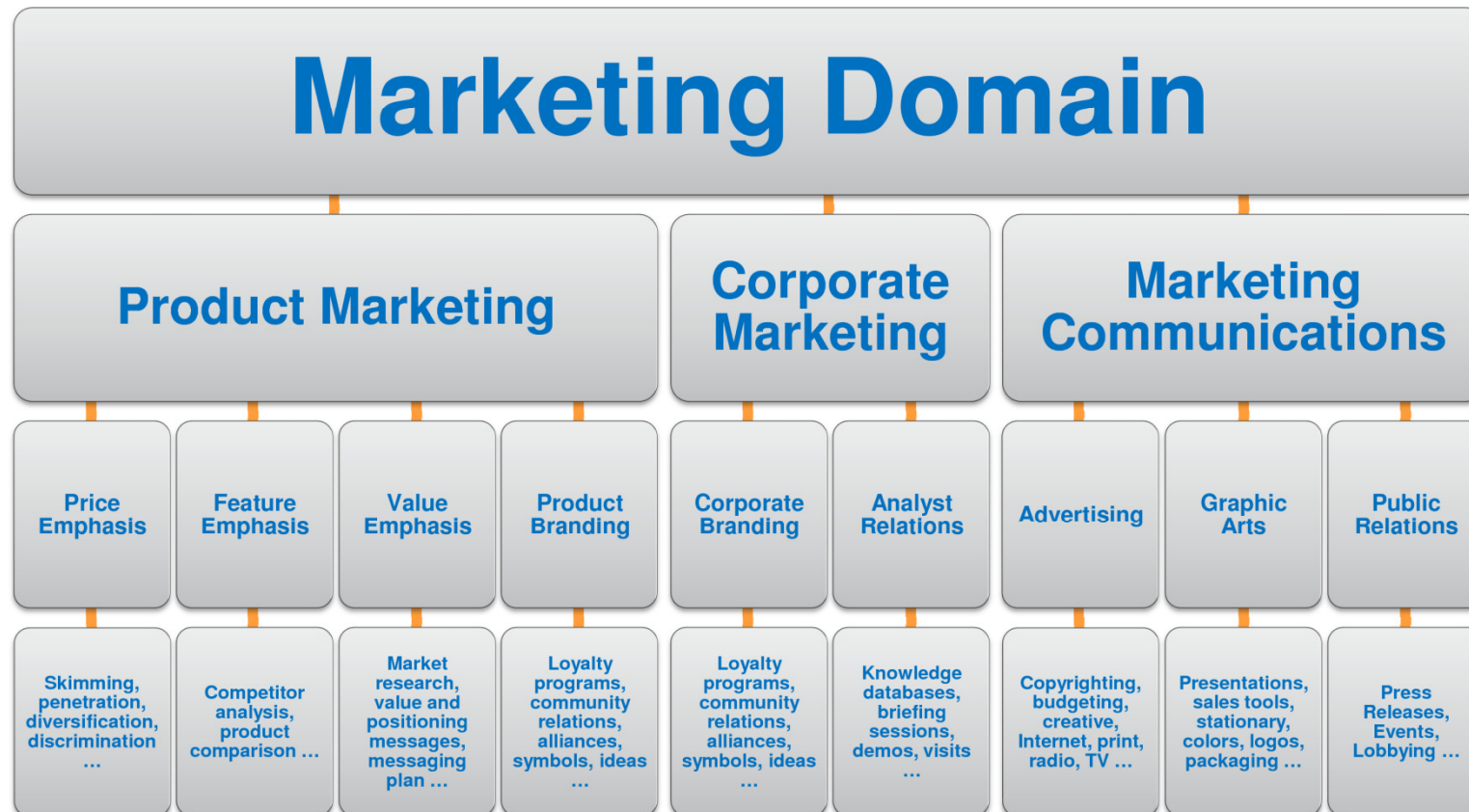


# Blackblot Marketing Domain Model



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

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

<b>Blackblot Marketing Model – Marketing Domain Plan/Strategy/Department Mapping (Summary Table)</b>		
Plan Type	Market Plan	Marketing Plan
Strategy Type	Market Strategy and elements of the Product Strategy	Marketing Strategy
Corporate Department	<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