MODULE 11 OF 11 · FOUNDATIONS OF MARKETING

Marketing Planning & Strategy

LEARNING OBJECTIVE

Use TOWS to move from a SWOT analysis to strategic options, apply Ansoff's Matrix to growth decisions, and explain a business's ethical and sustainability responsibilities.

KEY VOCABULARY

TOWS · Ansoff's Matrix · Market penetration · Market development · Product development · Diversification · Corporate social responsibility · Sustainability

WHY THIS MATTERS

This is where everything comes together: the audit from module 3 becomes real strategic options, growth gets a clear framework, and the course closes on the responsibility that comes with commercial power.

WARM-UP QUESTION

"Should a business ever choose the more expensive, more sustainable option over the cheaper one? Why?"

DISCUSSION QUESTION

Which Ansoff's Matrix quadrant carries the least risk, and why might a business still avoid it?

DISCUSSION QUESTION

Can you think of a business that chose an ethical option over the most profitable one?

Core Concepts

TOWS turns SWOT into action

Rather than just listing Strengths, Weaknesses, Opportunities and Threats, TOWS deliberately pairs them (e.g. Strength + Opportunity) to generate specific strategic options.

Example: A bakery's Strength (loyal customers) paired with an Opportunity (new office block nearby) suggests a specific strategy: a corporate catering offer.

Ansoff's Matrix maps four growth strategies

Market penetration (same product, same market), market development (same product, new market), product development (new product, same market), and diversification (new product, new market, the riskiest).

Example: A shoe brand selling more of the same shoe locally is penetration; launching that shoe in a new country is market development.

Strategy carries ethical and sustainability responsibility

Growth decisions aren't purely commercial — corporate social responsibility and sustainability increasingly shape which strategic options are acceptable, not just profitable.

Example: A fashion brand might reject a cheaper overseas supplier once it learns about that supplier's labour practices, even though it would grow margins.

COMMON MISTAKE TO AVOID

Picking diversification first because it sounds the most exciting — it's also the riskiest quadrant of Ansoff's Matrix, and usually the last option a business should reach for.

Running the Lesson

TEACHING OUTLINE

1. Show how TOWS turns a SWOT into actionable strategic combinations.
2. Introduce Ansoff's Matrix and its four growth strategies.
3. Discuss ethics and sustainability as strategic considerations, not just compliance.

CLASSROOM ACTIVITY

Using Ansoff's Matrix, students propose one growth strategy for a familiar local business, plus one ethical consideration it should keep in mind.

MINI CASE STUDY

A regional bakery used TOWS to pair its Strength (a loyal customer base) with a Threat (a new supermarket bakery counter opening nearby), landing on a market-penetration strategy: a loyalty scheme to protect existing customers rather than risky expansion — while also switching to a more expensive, sustainably-sourced flour as a values-led decision, accepting a smaller margin.

RECAP

- TOWS pairs SWOT elements together to generate specific strategic options.
- Ansoff's Matrix maps four growth strategies by product and market newness.
- Corporate social responsibility and sustainability are now real strategic considerations, not just compliance.

HOMEWORK / EXTENSION

Using Ansoff's Matrix, propose one growth strategy for a familiar local business, plus one ethical consideration it should keep in mind.

Full lesson & free auto-marked quiz: marketingteacher.com/courses/foundations-of-marketing/