



# CIM Revision Cards: Marketing Planning 04/05

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Features such as diagrams and bulleted lists are used throughout to ensure the key points are displayed as clearly and concisely as possible. Each section begins with a list of learning outcomes and ends with hints and tips, thereby ensuring the content is broken down into manageable concepts and can be easily addressed and memorised.

- \* Written specifically for revision purposes therefore only featuring the key concepts that need to be learned
- \* Carefully designed to enable points to be easily extracted and memorised without clouding them in additional information
- \* Accompanies the CIM Coursebook and MarketingOnline website to provide a complete suite of products to support the CIM qualifications

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