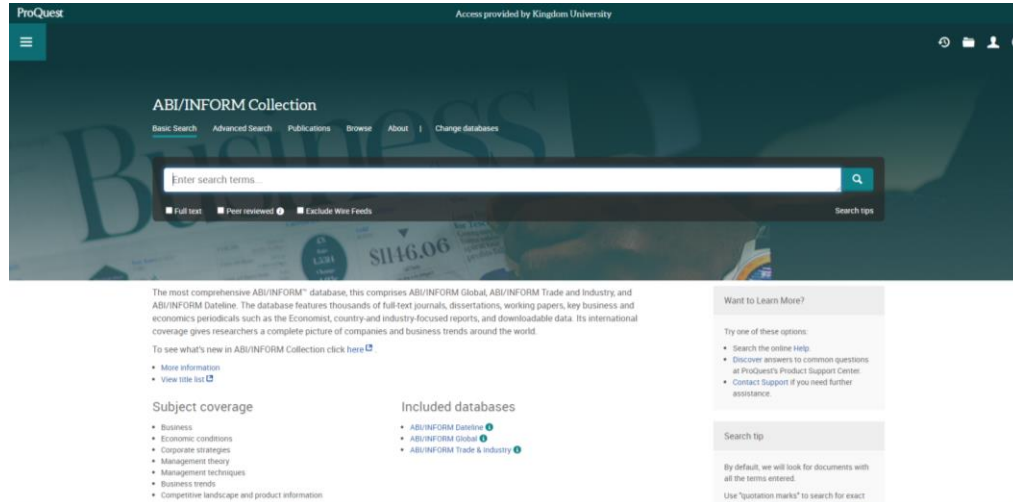


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Full text | Peer reviewed | Exclude Wire Feeds

Search tips

The most comprehensive ABI/INFORM® database, this comprises ABI/INFORM Global, ABI/INFORM Trade and Industry, and ABI/INFORM Dateline. The database features thousands of full-text journals, dissertations, working papers, key business and economics periodicals such as the Economist, country and industry-focused reports, and downloadable data. Its international coverage gives researchers a complete picture of companies and business trends around the world.

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Try one of these options:

- Search the online Help
- Discover answers to common questions at ProQuest's Product Support Center
- Contact Support if you need further assistance.

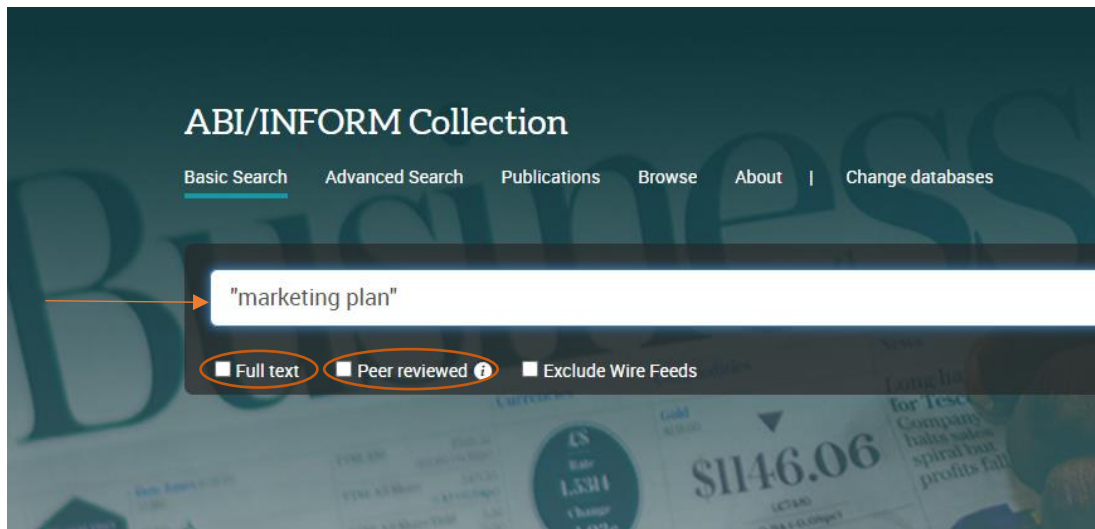
Search tip

By default, we will look for documents with all the terms entered.
Use "quotation marks" to search for exact

The **ABI/INFORM Collection** includes international coverage and provides researchers a complete picture of companies and business trends around the world.

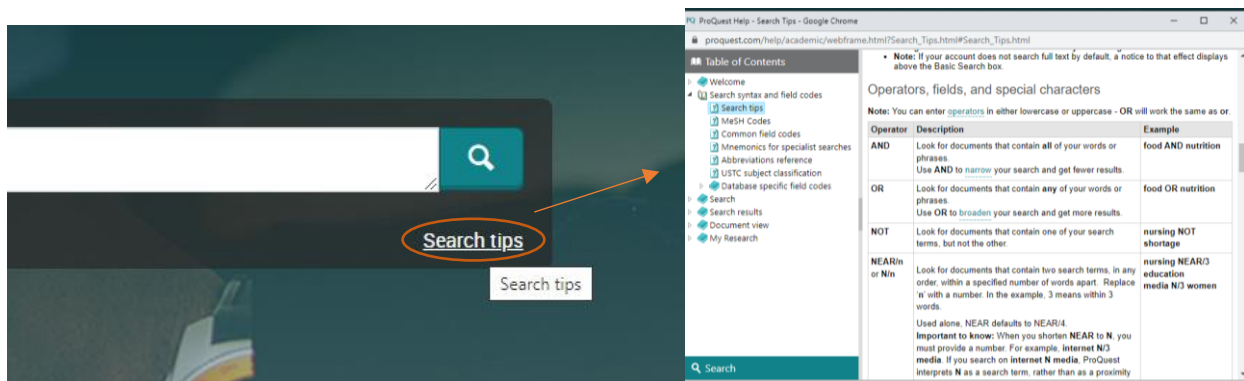
ABI/INFORM Collection features:

- Business and economics full-text journals and periodicals
- Dissertations, conference and working papers
- Country-and industry-focused reports and downloadable data
- Newspapers and news content



So firstly, let's do a simple search by using "quotation marks" to search for exact phrases.

Below the search bar you can choose to limit you search result by clicking on (full text) and (peer reviewed)



The (Search Tips) helps you to create your search, as you can see the search tip operator and special characters will help to guide you through your search

The screenshot shows the ProQuest ABI/INFORM Collection search results for the query "Marketing plan". The interface includes a search bar at the top with the query "Marketing plan" and a search icon. Below the search bar, it displays "3,925 results". On the left side, there is a filter panel with the following sections:

- Sorted by:** A dropdown menu set to "Relevance".
- Limit to:** Two checkboxes, "Full text" and "Peer reviewed", both of which are checked.
- Source type:** A list of categories with counts: Scholarly Journals (3,823), Magazines (12), Trade Journals (56), and Conference Papers & Proceedings (34). There is a "More >" link below.
- Publication date:** A bar chart showing the distribution of results by decade from 1942 to 2022. Below the chart is an "Enter a date range" field and an "Update" button.
- Publication title:** A dropdown menu.
- Document type:** A dropdown menu.

The main results area on the right shows a list of search results. Each result includes a checkbox, a small icon, the title, author, journal name, volume, issue, and date. The word "marketing plan" is highlighted in blue in the titles and abstracts of several results. An orange arrow points to the "Sorted by" dropdown menu.

As you can see that the word (marketing plan) has been highlighted throughout the results to show you the related articles and journals that consist of the same search topic that been searched.

Narrow down the search results with the filters on your lefthand side. Go through the filtration bar and select your source type, the latest publication date, language etc.

This screenshot shows the same search results as the first image, but with additional filters applied in the left-hand panel. The "Source type" filter is now set to "Scholarly Journals (3,823)", and the "Publication date" filter is set to "1942-2022 (decades)". The "Update" button is visible. The results list is updated to show only scholarly journals. An orange arrow points to the "Benefits of marketing plan" result, which is highlighted in a light blue box.

Select the related journal you're looking for

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Back to results 4 of 3,925

Full Text | Scholarly Journal

Benefits of marketing plan

Bowen, John *UNLV Gaming Research & Review Journal; Las Vegas* Vol. 6, Iss. 2, (2002): 73

Download PDF Cite Email Print All Options

Full text

Full text - PDF

Details

Cited by

Full Text

Translate -

Turn on search term navigation

A **marketing plan** serves several purposes within any gaming company:

- Provides a road map for all marketing activities of the firm for the next year.
- Ensures that marketing activities are in agreement with the corporate strategic plan.
- Forces marketing managers to review and think through objectively all steps in the marketing process.
- Assists in the budgeting process to match resources with marketing objectives.
- Creates a process to monitor actual results against expected results.

The above are examples of how a good **marketing plan** will assist your company and department to prosper and grow. What is not so obvious to many is that a good plan will also enable people to prosper and grow. This occurs in several ways:

- The participatory planning process allows people to understand the management process.
- People learn to become team players during the process.
- People learn to establish objectives and set timetables to ensure that they are met.
- The process of establishing realistic strategies and tactics to meet objectives is learned.

People who approach the planning process with a receptive mind and employ the **marketing plan** will usually find it enhances their professional career.

In this issue Andrew Klenbanow describes how to develop a casino **marketing plan**. His guidelines will be valuable to managers as they face the task of developing next year's **marketing plan**.

Author Affiliation
John Bowen Editor

Suggested sources

- A Marketing Plan: Like It or Not, You Already Have One
Cunow, Randall, MD, MBA, CPE.
Physician Executive; Tampa Vol. 33, Iss. 4, (Jul/Aug 2007): 34-6.
- The Sales and Marketing Plan
Beaulieu, Dan.
Printed Circuit Design & Manufacture; Atlanta Vol. 22, Iss. 5, (May 2005): 14.
- Developing a marketing plan - NIVEA
Anonymous.
The Times 100 Business Case Studies; London, (Sep 1, 2009).
- Barriers impeding effective implementation of marketing plans - a training agenda
Simkin, Lyndon.
The Journal of Business & Industrial Marketing; Santa Barbara Vol. 17, Iss. 1, (2002): 8-22.
- Developing the casino marketing plan
Klenbanow, Andrew M.
UNLV Gaming Research & Review Journal; Las Vegas Vol. 6, Iss. 2, (2002): 63-71.

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Search with indexing terms

Subject

Marketing

Read the abstract to decide whether it's related to what you're looking for or not.

If yes, you can simply click on (download PDF) to get this journal article saved on your PC.

you can use (Cite) to get the citation and use it as reference on your assignment and research papers.