

## **MARKETING PLANNING**

**Department of Marketing and International Trade**

Faculty of Agricultural Management

|                        |  |
|------------------------|--|
| <b>Lecturer</b>        | <b>Assoc.Prof., Dr. Julia Galchynska</b>         |
| <b>Teaching period</b> | <b>academic year 2017/2018 (autumn semester)</b> |
| <b>Type subject</b>    | <b>Master</b>                                    |
| <b>ECTS credit</b>     | <b>4</b>   |
| <b>Assessment</b>      | <b>written and oral</b>                          |
| <b>Marking scale</b>   | <b>4-point scale</b>                             |
| <b>Contact hours</b>   | <b>45</b>  |

### **General description and Objectives**

Marketing Planning is acquisition of knowledge and practical skills in relation to creating plans for marketing, process control for their implementation, forming and supporting of demand of consumers on goods and services, exposure to having a special purpose segments, determination for control indices fulfilling the plan.

#### **Lectures:**

1. General Methods for creating Marketing Plan
2. Strategic and tactics marketing planning
3. Constituents and basic indices of marketing plan
4. Forming marketing budget and marketing checking system.
5. Planning commodity policies
6. Planning price policies
7. Planning distribution policies
8. Planning communication policies

#### **Seminars:**

1. Discussions in relation to general marketing plans creation and their classification.
2. Strategic planning and basic stages of tactics planning at an enterprise
3. Constituents of marketing plan and development of mission and objectives
4. Methods for forming a budget in a marketing plan
5. Development and implementation policies of commodity at a firm/enterprise
6. Process of choice for marketing approaches and methods to price formation
7. Plan for sales
8. Planning communication policy at private enterprises

#### **Study literature:**

- 1.
- 2.