

MARKETING PLANNING AND CONTROL

INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her to plan and control marketing activities in an organization

GENERAL OBJECTIVES

By the end of this module unit, the trainee should be able to:

- a) Appreciate planning marketing plans and strategies for organization
- b) Appreciate marketing control systems for an organization
- c) Appreciate the importance of marketing policies to organization
- d) Apply marketing principles in planning and control in an organization

COURSE UNIT SUMMARY AND TIME ALLOCATION

CODE	TOPIC	SUB-TOPIC	HOURS
23.3.1	Introduction to Marketing Planning	<ul style="list-style-type: none">• Meaning of marketing planning• Scope of marketing planning• Importance of marketing planning• Evolution of formal planning	12
23.3.2	Strategic Planning	<ul style="list-style-type: none">• Meaning of strategic planning• Strategic Business Units (SBUS)• Planning for a new business• Formulation of business growth strategies	15
23.3.3	Marketing Strategic Planning Process	<ul style="list-style-type: none">• Strategic planning process• Steps in strategic marketing planning• Market coverage strategies	12
23.3.4	Marketing Systems	<ul style="list-style-type: none">• Marketing organization system• Market information system• Market intelligence• Role of marketing information system	18
23.3.5	Marketing objectives and Strategies	<ul style="list-style-type: none">• Nature and scope of marketing objectives• Primary marketing objectives and strategies• Competitive marketing strategies	18
23.3.6	Marketing Planning	<ul style="list-style-type: none">• Meaning of marketing plan• Types of marketing plan	18

		<ul style="list-style-type: none"> • Methods of forecasting • Marketing plan development 	
23.3.7	Market Coverage and Competitive Strategies	<ul style="list-style-type: none"> • Market coverage strategies • Competitive positioning strategies • Techniques of penetrating the target market 	15
23.3.8	Market Budget	<ul style="list-style-type: none"> • Meaning of Market Budget • Types of marketing budgets • Preparation of marketing budget • Preparation of marketing budget 	18
23.3.9	Marketing Control	<ul style="list-style-type: none"> • Meaning of Marketing Control • Steps involved in marketing control process • Pre-requisite for effective marketing control • Marketing control techniques • Types of marketing control 	12
23.3.10	Emerging trends and issues in marketing planning and control	<ul style="list-style-type: none"> • Emerging trends and issues in marketing planning and control • Challenges posed by emerging trends and issues in marketing planning and control • Coping with challenges posed by emerging trends and issues in marketing planning and control 	12
Total			150