

2605431

Marketing planning and Control

3(3-0-6)

MKTG PLAN CONTROL

Course Condition: Prerequisite 2605324 or 2605410 or (2605412 and 2605452) or Consent of Faculty

Meaning, role and importance of marketing planning; marketing plan components; situational analysis; external and internal marketing environmental analysis; market and customer analysis; competitor analysis ; SWOT analysis; objectives setting; marketing mix formulation; financial analysis; budgeting; types and methods of marketing control; efficient communication in and presentation of marketing plan.