



## Course Description – Curriculum

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**Subject :** 2605431 Marketing planning and Control

MKTG PLAN CONTROL

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605410 or 2605452 or Consent of Faculty

**Description :** 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.

