

Title of the Course		MARKETING PLANNING AND ADVERTISING	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Marketing		
Science Sector	Economics and entrepreneurship		
Science Subsector	Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.oec. Aigars Plotkāns Imprved in 2019: Mg.oec. Iveta Dembovska		
Lecturer(s) of the course	Mg. oec. Iveta Dembovska		
Goal of the course:	To develop students’ knowledge in marketing planning and advertising in order to develop and strengthen practical skills in the development of marketing strategies and brand value rising strategies, for the organisation and planning of marketing campaigns and customer relationship marketing.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 40% Exam – 60% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1.A student explains the process of marketing planning and brand value raising strategies. 1.2.A student differentiates the types of marketing strategies; 1.3.A student names the types of advertising and channels. 2. Skills: 2.1.A student justifies the planning principles of marketing mix elements; 2.2.A student illustrates the strategies if brand value raising; 3. Competences: 3.1. A student plans relationship marketing; 3.2. A student organizes advertising campaigns.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Marketing planning process and analysis and market position. Stages of marketing planning, levels. Methods of service analysis. Analysis of product market position.	8	5	2	2	2
2.	Choice of marketing strategies. Notion of strategy. Strategy levels. Analysis of strategy realization possibilities. Types of marketing strategies. Specific marketing strategies. Marketing strategies for small business.		5	1	2	
3.	Strategies for brand value raising. Theoretical analysis of brand. Image development principles. Brand development principles. Methods for brand value raising.		5	2	2	
4.	Execution planning for Customer Relationship Marketing. Client keeping necessity. Theoretical basis of CRM. Use of data base for the implementation of CRM. Internal marketing audit. Analysis of significance – result. Theory of Herzberg work motivation. Implementation of CRM.		5	1	2	
5.	Competitive strategies. Role of competition in marketing planning process. Competitor assessment methods. Methods of		5	2	2	

	competition. Marketing war theories.					
6.	Essence and types of advertising. Advertising definitions. Advertising goals. Types of advertising: image forming; confident; reminding; scaring; shocking; silence and others.		5	2	2	
7.	Channels of marketing distribution. Development tendencies of advertising channels. TV advertising; Radio advertising; Journal advertising; Newspaper advertising; Internet advertising. Types of internet advertising (home pages, banners, sponsorship, alliances). Mobile marketing. Direct post deliveries.		5	2	2	
8.	Organization of advertising campaigns. Market positioning. Goals of advertising campaigns. Planning of marketing campaigns.		5	2	2	
TOTAL:		8	40	14	16	2
		80				

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	To name and recognise terms	To define and recognise terminology	To understand and offer a solution to a problem-situation
Skills	To use and justify usage of terms	To evaluate and analyse usage of terms in practice	To synthesize, model and discuss about real problem-situations
Competences	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills	Organisation and planning skills, self-discipline during solving different complexity issues

	STUDY COURSE DESCRIPTION	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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		during offering solutions to real problem-situations	and ability to make informed decisions
Acknowledgement of the obtained study results			
Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature	
1.	Fill Ch., Turnbull S. Marketing Communications: discovery, creation and conversations .7th Revised edition . -Pearson Education Limited, 2016
2.	Egan J. Marketing Communications. 2nd Revised edition.- SAGE Publications Ltd., 2014
3.	Zook Ze, Smith P. R. Marketing Communications: Offline and Online Integration, Engagement and Analytics. 6th Revised edition. - Kogan Page Ltd., 2016.
Additional Literature	
1.	Kumar V., Reinartz W. Customer Relationship Management. 2nd ed. -Springer-Verlag Berlin and Heidelberg GmbH & Co. K, ISBN-10: 364220130X, 2012.
2.	Praude, V., Šalkovska, J. <i>Mārketiņa komunikācijas1</i> .- Rīga: Vaidelote, 2005.- 485.lpp
3.	Praude, V., Šalkovska, J. <i>Mārketiņa komunikācijas2</i> .- Rīga: Vaidelote, 2005.- 454.lpp.
Recommended Periodicals	
1.	Digitālā biznesa rokasgrāmata. http://rokasgramata.lv/vadiba/
2.	http://www.learnmarketing.net/ansoffs.htm
3.	www.crm.lv
4.	www.customer.com

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