### Module Title
Marketing Planning

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Hours per week</th>
<th>Duration</th>
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<tbody>
<tr>
<td>MPL</td>
<td>4</td>
<td>1 Semester</td>
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<tr>
<th>Module Instructor</th>
<th>Lecture type</th>
<th>Pre-requisite(s)</th>
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<tbody>
<tr>
<td>Dipl.-Kfm. O. Mitteldorf</td>
<td>Interactive seminar with group exercises</td>
<td>Basic knowledge in marketing is assumed</td>
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**Objectives**
- Get a clear understanding of the main planning elements in nowadays business life and learn how to create and present a successful marketing plan

**Content**
- Main planning elements and planning cycles
- Introduction to MPL
- Basics of strategical and operational marketing
- Design and structure of a marketing plan
- Module for creation and presentation of a marketing plan
- Note on the subject implementation & monitoring Understanding the different types of Retailers.

Teaching style is an integration of lecture and class participation, with exercises designed to exemplify key concepts.

**Grading/ Evaluation:** preparation and presentation of a marketing plan (group work)  
**ECTS–Credits:** 5

**Text book/ teaching material:** seminar material will be provided in class