BUSINESS PLANNING IN PSYCHOLOGY AND MARKETING OF PSYCHOLOGICAL SERVICES

<table>
<tr><td>Credit points</td><td colspan="4">3 CP</td></tr>
<tr><td>The Abstract of the course</td><td colspan="4">The course introduces students to the possibilities of improving thepersonality and organization using the services of a psychologist, examines the professional qualities and functional capabilities of a psychologist, as well as career development prospects. The course helps students to realize the importance of determining the needs of potential customers, as well as the role of creating a network of contacts, membership in professional organizations and feedback in the marketing of psychological services.</td></tr>
<tr><td>Aim of the study course</td><td colspan="4">To form a comprehensive view of business planning in psychology and the activities of a psychologist in its support.</td></tr>
<tr><td>Objectives of the course</td><td colspan="4">• To form an understanding and understanding of the strategiesand activities of the marketing of psychological services.
• Consider the diverse career opportunities and development of apsychologist in and outside the organization.
• Introduce the principles of SWOT analysis and its importance in the marketing of psychological services.</td></tr>
<tr><td rowspan="2">Study course results</td><td>Knowledge</td><td>Skills</td><td colspan="2">Competences</td></tr>
<tr><td>Successfully mastering the study course, students
• understand the essence of the marketing of psychological services, marketing strategies and events;
• demonstrate and freely operate knowledge on segmenting the market for psychological services;
• understand and apply the basic principles of a marketing plan when developing a business plan for psychological services;
• understand and evaluate the advertising policy of psychological services;
• operate on the basic principles of SWOT analysis.</td><td>Students
• analyze and navigate the market of psychological services;
• identify and evaluate the needs of potential customers;
• apply the acquired knowledge in the development of a competitive advertising offer of psychological services;
• recognize and use the basic principles and capabilities of organizing a customer database and customer network.</td><td colspan="2">Students
• are able to assess trends and the state of the market for psychological services;
• able to monitor the market for psychological services and the needs of potential clients;
• able to develop a business plan of psychological services;
• able to design their professional activities, taking into account the priority areas in the work of the psychologist;
• able to use informative and methodological tools in organizing professional activities;
• able to develop and improve the personal resources of professionalgrowth.</td></tr>
<tr><td rowspan="3">Study course content</td><td colspan="4">Topics</td></tr>
<tr><td>1</td><td colspan="3">The relevance of modern business and the development of service offerings. Characteristics of the market ofpsychological services. Market researchmethods, evaluation of potential customers. Market segmentation when evaluatingcustomers.</td></tr>
<tr><td>2</td><td colspan="3">Diagnostic methods for customer needs. Customer needs assessment. Development of a</td></tr>
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		service model in accordance with customer needs.
	3	Budget marketing psychological services.Methods for determining the marketing budget. Development of a business plan.Marketing plan.
	4	Types of marketing events and their choice. The choice of advertising services. Characteristics, functions and principles of advertising. Development of an advertising company. Assessment of the effectiveness of an advertising company. Analysis of advertising policy.
	5	Psychologist as an instructor, individual consultant, administrator, researcher, organizer of training programs. Functions and tasks of a psychologist in anorganization.
	6	Belonging to professional organizations. The goals and objectives of professional organizations. Creating a customer database. Functions and contents of the database. Use of resources and organizationof a network of clients.
	7	The principles of SWOT analysis. Algorithm for conducting a SWOT analysis.Creating a SWOT matrix. Achievement Management.
	8	Methods for assessing the effectiveness of psychological services. Principles andcriteria for evaluating effectiveness. A model for evaluating the effectiveness ofpsychological services. Organization of feedback.
Form of assessment:	Exam	
Obligatory literature:		

1. Fay, J. (n. d.). Private Practice Counselling Business Plan. https://iacp.ie/files/UserFiles/Download-Area/Private-Practice-Counselling-Business- Plan-by-Jude-Fay.pdf
2. Kelly, L., Finkelman, J.M. (2013). The Psychologist Manager: Success Models forPsychologists in Executive Positions. Cambridge: Hogrefe Publishing, 264 p.
3. McKenna, E. (2012). Business psychology and organizational behaviour. EugenaMcKenna. 5th ed. New York: Psychology Press.
4. Zikmund, W. G. (2003). Business research methods. William G. Zikmund. 7th ed. UnitedStates: Thomson, South Western, 748 p
5. Ray, J. (2020). *Setting Up and Running a Therapy Business: Essential Questions andAnswers. 2nd edition.* Routledge.
6. Honeysett, A.E. (2018). *How to set up a successful counselling practice: A practical guideto creating the therapy business you have always wanted.* Anna Honeysett

Additional literature:

1. Kaplan, R. S. (2001). The strategy-focused organization: how balanced scorecard companies thrive in the new business environment. Robert S. Kaplan, David P. Norton. Boston: Harvard Business School Press, X, 400 p.
2. McGonagle, J.J. (2001). How to use a consultant in your company: a managers' and executives' guide. John J. McGonagle, Carolyn M. Vella. New York: John Wiley & Sons, X, 278 p.
3. Tidd, J. (2001). Managing innovation: integrating technological, market and organizationalchange. Joe Tidd, John Bessant, Keith Pavitt. 2ed ed. Chichester [etc.]: John Wiley, XIII, 388 p.
4. Tracy, B. (2021). The Psychology of Selling: how to sell more, easier, and faster than you ever thought possible. New York: Thomas Nelson, Inc. https://givbuxuniversity.com/wp- content/uploads/2021/03/The-Psychology-of-Selling.pdf

Periodicals and electronic databases:

1. http://biblio.bsa.edu.lv
2. EBSCO http://search.ebscohost.com
3. www.savsbizness.lv
4. www.guru.lv

Changes and additions to the program and literature list are possible during the study process