

**MARKETING PLANNING AND RESEARCH METHODS**

<b>Credit points</b>	<b>5 CP</b>		
<b>Study course annotation</b>	The course examines the stages of marketing planning and the principles of their implementation, marketing transformation trends, marketing research methodology and its application in solving the company's marketing tasks.		
<b>The aim of the course</b>	The aim of the study course is to develop an understanding of marketing planning process and marketing research and their use in the business.		
<b>Description of the results of the study course and assessment criteria:</b>	<b>Knowledge</b>	<b>Skills (knowledge, communication, general skills)</b>	<b>Competence (analysis, generalization and evaluation)</b>
	Understands the essence and types of marketing research methods and their application in the marketing planning process; Able to characterize the interaction of elements of the marketing complex and define relevant development directions; Able to define factors influencing consumer behavior and understands the research process of customer behavior.	Able to analyze specific situations and draw independent conclusions about the use of the marketing complex in the organization's marketing process; Able to analyze the company's marketing environment, perform a comparative analysis of competitors and apply marketing research methods to analyze and forecast consumer behavior; Able to integrate, combine, combine various solutions in the field of marketing research. Based on the research results and the available information, student is able to develop solutions to problem situations in entertainment industry companies.	Able to analyze the company's marketing and apply theoretical knowledge in solving practical problem situations; Able to analyze independently found information necessary for a specific case and present it to others; Able to defend his opinion and participate/stimulate discussion.
<b>Content of the course</b>	<b>Topics</b>		
	1	Introduction to Marketing Planning. Stages of the marketing planning process.	
	2	Marketing research and market research: essence, goals and objectives.	
	3	Quantitative and qualitative methods and data analysis. Sampling method	
	4	Primary data and research methods: preparation, management and analysis of results (survey, experiment, observation)	
	5	Secondary data in marketing research. Internal and External published information	
	6	Competitor research. Competitor analysis indicators. Benchmarking	
	7	Consumer analysis. Consumer Lifestyle Research. Factors Influencing Consumer Behavior	
	8	Market segmentation. Identifying the Target audience	
	9	Marketing goals based on business goals. Budget planning and control	



<b>Form of assessment:</b>	Exam
<b>Required reading:</b>	
<ol style="list-style-type: none"><li>1. Kotler P., Keller K.L. Marketing management. Harlow: Pearson Education, (2016).</li><li>2. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital - NY: John Wiley &amp; Sons, 2017. – 171 p.</li><li>3. Malhotra Naresh K., Peterson M. Basic marketing research: a decision-making approach, 2nd ed., Pearson/Prentice Hall, 2006, 631 p.</li></ol>	
<b>Recommended reading:</b>	
<ol style="list-style-type: none"><li>1. Briķis G. "Organization and methodology of sociological research", Riga 2002, 64 p.</li><li>2. Churchill Gilbert A., Iacobucci Dawn, Marketing Research : Methodological Foundations , 10th ed ., Cengage Learning , 2009, 624 p.</li><li>3. Kotlers F. Mārketinga pamati; no angļu val. tulk. Teika Lapsa. - Rīga: JUMAVA. - 2006. - 647 lpp.</li><li>4. Praude V. Mārketings. Teorija un prakse. 1. grāmata. - 3. izd. - Rīga: Burtene, 2011. - 522 lpp.</li><li>5. Praude V. Mārketings. Teorija un prakse. 2. grāmata. - 3. izd. - Rīga: Burtene, 2011. - 340 lpp.</li></ol>	
<b>Other information sources:</b>	
<ol style="list-style-type: none"><li>1. Review of Marketing Research. ISSN 15486435, 19447035. UK: Emerald Group Publishing Ltd.</li><li>2. Journal of the Academy of Marketing Science. Official Publication of the Academy of Marketing Science. Open-access: <a href="https://link.springer.com/journal/11747/volumes-and-issues">https://link.springer.com/journal/11747/volumes-and-issues</a></li></ol>	
During the study process changes and additions to the program and the list of references are possible	