# Marketing planning and its linking to the design of MkIS structure and processes of the enterprise

**Computational techniques and tools for the task**

- *Marketing plan Pro*
- *MS Visio or any other tools for designing UML diagrams*

The task is performed in same teams as for Assignment 1 (part1 and part2)

**Task performance steps:**

1. Install Marketing Plan Pro 6.0 software by using files provided in /LearningMaterials/Assignment3. **Do not** chose the option for software updates from internet.
2. Start a new marketing plan. Analyse and select the options in Setup part.
3. Briefly fill-in each part of the marketing plan. You can use the marketing plan which you have prepared for the other study module.
4. Prepare a list of features (requirements) which you think are important for marketing planning software in order to make it operational with the help of MkIS and suitable for continuous performance tracking, decision making and control. The list of features contains of 10-12 items. You can select features you like in the Marketing Plan Pro software and add features which revealed to be important during lectures and literature analysis for Assignment 1(part 1).
5. Decide about the structure of MkIS which is necessary for providing information and getting feedback about the performance for fulfilment of marketing plan of your enterprise. Describe the marketing planning and control process by using MkIS.
6. Design UML diagrams for MkIS architecture. (DFD, ER, Class, Activity diagrams).

**The outcome of the assignment, submitted for evaluation (into the easychair system)**

1. Marketing plan (exported in the format of pdf)
2. List of requirements for marketing planning software
3. Description and UML diagrams for MkIS architecture