

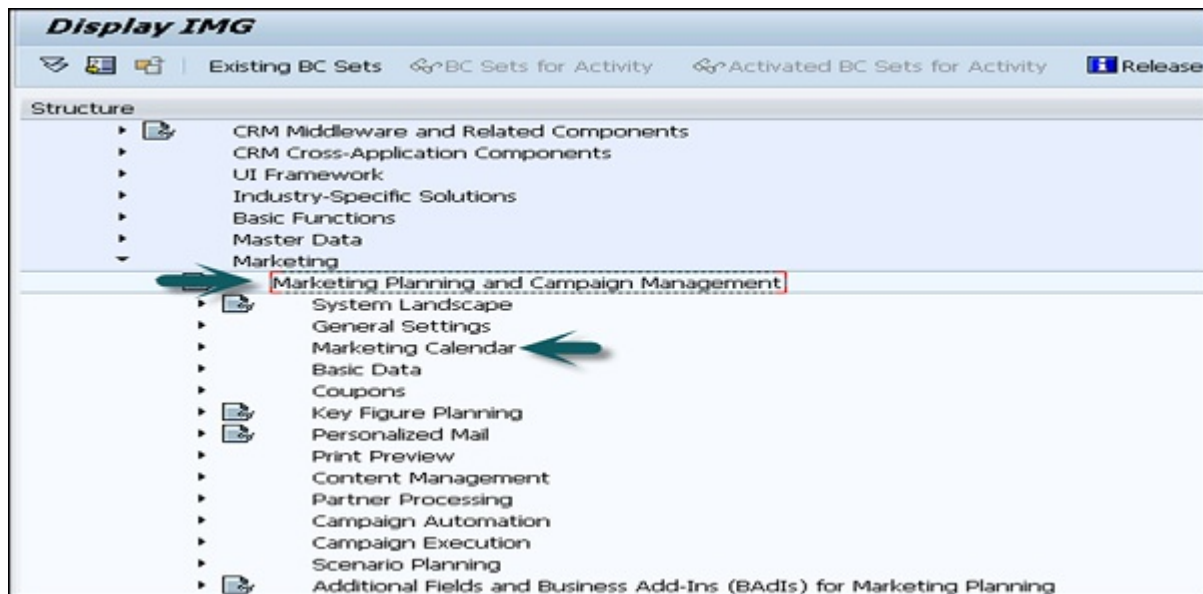
SAP CRM - MARKETING CALENDAR

Advertisements

A marketing calendar is known as an integrated tool to manage information about marketing activities within a defined time period. You can create new activities, change or display existing activities directly from the calendar.

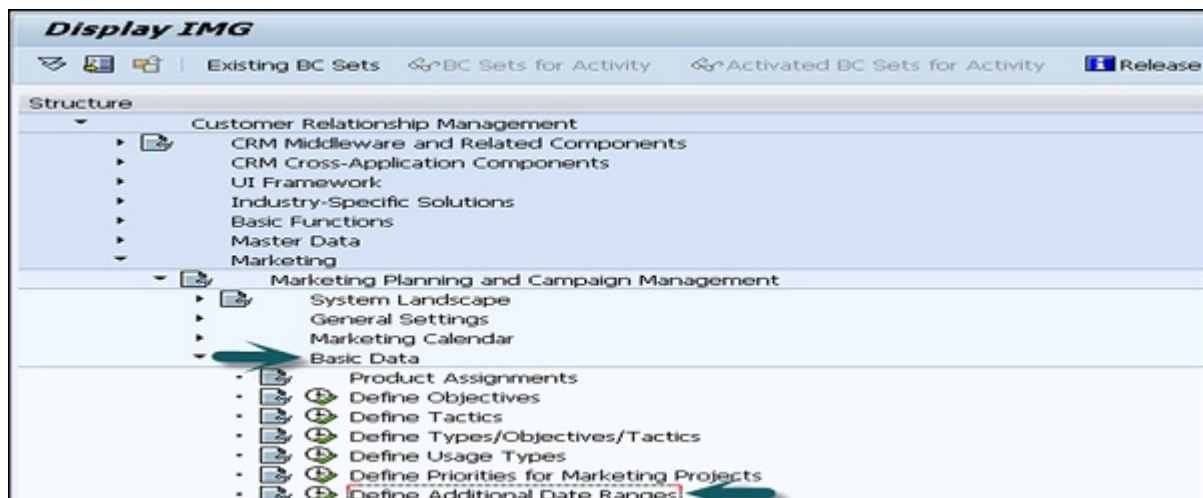
A marketing calendar is suitable for all type of marketing roles if you are a marketing professional involved in product campaign or a trade fair promotion manager, you can use market calendar to improve the visibility of all marketing and promotional activities and increase coordination between teams for market campaigns.

To set up the marketing calendar in customizing in the Customer Relationship Management, go to **SPRO** → **IMG** → **Customer Relationship Management** → **Marketing** → **Market Planning and Campaign Management** → **Marketing Calendar**.



To define additional date ranges in a Marketing Calendar in customizing, you can follow this path –

Go to – **SPRO** → **IMG** → **Customer Relationship Management** → **Marketing** → **Market Planning and Campaign Management** → **Basic Data** → **Define Additional Date Ranges**.



Setting up Views in Marketing Calendar

You can define a view to determine how your marketing projects are displayed in the Marketing Calendar. You define your views in Customizing for Customer Relationship Management by going to

SPRO → IMG → Customer Relationship Management → Marketing → Market Planning and Campaign Management → Marketing Calendar → Define Views for Marketing Calendar.



There are different view types possible for a Marketing Calendar, some of them are –

- **Agreement Structure** – To view trade promotions w.r.t agreements they are part of.
- **Customer/Product View** – To view all the marketing objects stored by the customer or a product.
- **Objective View** – To view all marketing objects sorted by objective.
- **Objective with Hierarchy** – To view all marketing projects in hierarchical structure sorted by objective.
- **Tactic** – To view all marketing objects sorted by tactic.
- **Marketing Project type** – To view all the marketing projects sorted by type.
- **Employee Responsible** – To view the marketing projects belonging to a person that has specific function in the company.