SAP CRM - MARKETING CALENDAR

http://www.tutorialspoint.com/sap_crm/sap_crm_marketing_calendar.htm

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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.

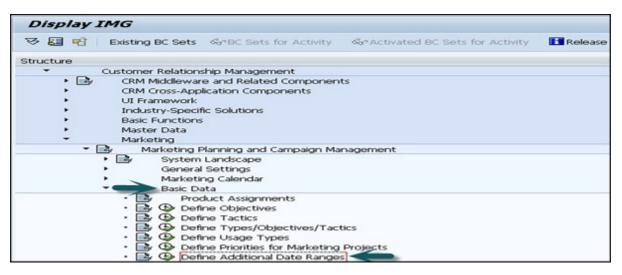
A marketing calendar is suitable for all type of marketing roles if you are a marketing professional involved in product campaign or a trade fair promotion manager, you can use market calendar to improve the visibility of all marketing and promotional activities and increase coordination between teams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

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

Display 1	MG				
V 🖬 🖷	Existing BC Sets	₲ BC Sets for Activity	Activated BC Sets for Activity	🚺 Release	
Structure					
• 🕞	CRM Middlewar	e and Related Component	ts		
•	CRM Cross-App	CRM Cross-Application Components			
•	UI Framework				
•	Industry-Speci	fic Solutions			
•	Basic Functions				
•	Master Data				
-	Marketing				
	Marketing F	Planning and Campaign Ma	nagement		
	🗟 🔂 System	Landscape			
	 Genera 	Settings			
	 Marketi 	ng Calendar			
	 Basic D. 	ata			
	 Coupor 	IS			
	Key Fig	ure Planning			
	 Dersona 	alized Mail			
	 Print Pr 	eview			
	 Conten 	t Management			
	 Partner 	Processing			
	 Campai 	gn Automation			
	 Campai 	gn Execution			
		o Planning			
	Addition	nal Fields and Business Add	I-Ins (BAdIs) for Marketing Planning		

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

Go to – SPRO \rightarrow IMG \rightarrow Customer Relationship Management \rightarrow Marketing \rightarrow Market Planning and Campaign Management \rightarrow Basic Data \rightarrow 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 \rightarrow IMG \rightarrow Customer Relationship Management \rightarrow Marketing \rightarrow Market Planning and Campaign Management \rightarrow Marketing Calendar \rightarrow Define Views for Marketing Calendar.

 Customer Relationship Management 				
 CRM Middleware and Related Components 				
 CRM Cross-Application Components 	CRM Cross-Application Components			
 UI Framework 	UI Framework			
 Industry-Specific Solutions 	Industry-Specific Solutions			
 Basic Functions 	Basic Functions			
 Master Data 	Master Data			
 Marketing 				
 Marketing Planning and Campaign Management 				
 By System Landscape 				
 General Settings 				
 Marketing Calendar 				
🔹 🕒 Define General Settings for Graphical Interface				
• 🛃 🕀 Assign Graphic Profile for Marketing Calendar				
Define Views for Marketing Calendar				
🔹 🕞 🕒 Define Text Codes for Bars and Tooltips				

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.