# Course Description

Marketing management provides a comprehensive overview of marketing strategy. Management decision making in all areas of marketing is addressed. Strategic planning and implementation in segmentation, product, distribution, promotion, and pricing will be included.

# University Learning Outcomes (ULO)

* **ULO1:** Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:** Intellectual and Practical Skills
* **ULO3:** Personal and Social Responsibility
* **ULO4:** Integrative and Applied Learning
* **ULO5:** Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

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# Program Learning Outcomes (PLO)

For full descriptions of the Program Learning Outcomes, please refer to the catalog.

* **PLO1**: The ability to clearly and effectively prepare written business communications. (ULO 1, 2, 4)
* **PLO2**: Business students will apply knowledge and skills to make appropriate business decisions. (ULO 1, 2, 3, 4)
* **PLO3**: The student will be able to apply ethical and moral decision-making principles to business situations. (ULO 2, 3, 4)
* **PLO4**: The student will demonstrate decision-support tools required for business professionals. (ULO 2, 3, 4)
* **PLO5:** The student will demonstrate the ability to find, evaluate, and apply sources of information relevant to business issues and situations. (ULO 1, 2, 4)

# Course Learning Outcomes (CLO)

* **CO1:** Analyze how the marketing management process impacts an organization’s strategic planning. (LO1, LO2, LO3, LO6, LO7)
* **CO2:** Evaluate the role that the marketing research process plays in organizational decision making. (LO1, LO2, LO3, LO5, LO6, LO7)
* **CLO3:** Assess how various influences affect the segmentation of consumers, government, and business target markets. (LO1, LO2, LO3, LO4, LO5, LO6, LO7)
* **CO4:** Evaluate the strategies used to construct an organization’s marketing mix. (LO1, LO2, LO3, LO5, LO6, LO7)
* **CO5:** Examine the unique characteristics and obstacles of service marketing. (LO1, LO2, LO3)
* **CO6:** Identify how the global environment affects the marketing management process. (LO1, LO2, LO3, LO4, LO5, LO7)

# Student Expectations

Students are expected to:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Lamb, C. W., Hair, J. F., & McDaniel, C. (2019). *MKTG 12: Principles of Marketing*. Boston, MA, USA: Cengage Learning.

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# Suggested Point Values

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Overview of Marketing Management | 40 |  |
| Scenario Analysis | 50 |  |
| Research Paper-Product and Company information | 100 |  |
| **Week 2** |  |  |
| Discussion: Marketing Segment | 40 |  |
| Scenario Analysis on Ethical Standards | 50 |  |
| Research Paper: The 5 Stages of Purchase Behavior | 100 |  |
| **Week 3** |  |  |
| Discussion: Google | 40 |  |
| Red Bull Product Strategy | 40 |  |
| Research Paper: Customer Relationships and Social Media | 100 |  |
| **Week 4** |  |  |
| Discussion: Ethical Concerns in Ads | 40 |  |
| Discussion: Communicating to Customers | 40 |  |
| Scenario Analysis on Relationship Building | 50 |  |
| Research Paper: Communication Strategy | 100 |  |
| **Week 5** |  |  |
| Discussion: Amazon | 40 |  |
| Discussion: Management of Services versus Product Marketing | 40 |  |
| Scenario Analysis | 30 |  |
| Research Paper: Final | 100 |  |
| **Total Points** | **1000** |  |

# Course Schedule

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| --- | --- | --- |
| **Week** | **Start** | **End** |
| One | <insert start date> | <insert end date> |
| Two |  |  |
| Three |  |  |
| Four |  |  |
| Five |  |  |

# Weekly Learning Modules

|  |  |  |  |
| --- | --- | --- | --- |
| **Week One: Introduction to Market Management and Strategic Planning** | | | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the relationship between marketing and strategic planning. | | CLO1 | |
| * 1. Apply the marketing management process through situation analysis and marketing planning. | | CLO1 | |
| * 1. Explain the marketing research process. | | CLO2 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Tutorials**  During this course you will be asked to use and participate in various technologies to complete activities and assignments.  **Review** the tutorials available on Blackboard as needed.  **Click** the **Student Resources** button from the menu on the left. | | N/A | N/A |
| **Weekly Participation and Discussion**  The purpose of the weekly discussions is to provide you with a way to synthesize the concepts presented in this course. Each week, you will respond to the discussion questions with a substantive post of 200-to 250-words that addresses all the prompts for the question by 11:59 p.m. EST of the listed due date. By the conclusion of each week, Sunday at 11:59 p.m. EST, you will make at least one substantive comment of 100-to 150-words to three of your classmates’ posts for each assigned discussion question. Your comments must further the discussion by following the RISE Model for meaningful feedback. It is recommended that you check in periodically throughout the week to ensure that you are meeting the participation requirement.  **Review** the RISE Model for Peer Feedback, located on Blackboard. | |  |  |
| **Readings**  **Read** the following from *MKTG:*     * Chapter 1 An Overview of Marketing * Chapter 2 Strategic Planning for Competitive Advantage * Chapter 9 Marketing Research | | 1.1, 1.2, 3 |  |
| **Readings**  **Read** Gwynedd Mercy University’s [APA Guide](http://my.gmercyu.edu/c/document_library/get_file?uuid=b3b11b71-21bb-47b5-a086-2b268c7502db&groupId=1307556).  **Note.** This guide serves as a reference resource for APA formatting for all assignments that require this format. Read the entire guide before completing any assignments. Additionally, there is a sample APA-formatted research paper provided at the conclusion of the guide. | | N/A |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Adobe Connect Live Discussion**  **Review** [Adobe Connect Resources](https://sites.gmercyu.edu/student-resources/adobe-connect-resources/).  **Participate** in the scheduled live session with the course instructor. This session will provide an overview of the class and discuss the major assignments in the course.  **Prepare** to ask questions concerning the content of the week and the course as a whole.  Note: A recorded lecture will be made available to those who are unable to attend the live session. | |  | Live Discussion: lecture and discussion = **1 hour** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Student Introductions**  Having a reference to your classmates is an important part for becoming a group. Introduce yourself by telling us a little about yourself, why you are pursuing your degree, and what motivates you.  **Post** your answers to the questions by 11:59 p.m. (Eastern time) on Thursday, and review your classmates’ responses. | | N/A |  |
| **Discussion: Overview of Marketing Management**  **Review** the infographic defining marketing management.  **Post** a clear and logical response in 150–200 words to the following question, providing specific examples and at least one reference to support your answers.  What do you see as the main challenge a marketing manager encounters?  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threeclassmates in a manner that is thought provoking and that appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.1, 1.2, 1.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Scenario Analysis**  You have been selected as a consultant for your company or a company you would like to work for. You have been asked to begin the consulting process by evaluating their mission statement.  **Consider** the following points: How effective is your company's mission statement? Is it consistent with principles of effective mission statements?  **Evaluate** the mission statement using the following criteria:   * Is it focused in markets rather than products? Explain your response. * Is it achievable? Why or why not? * Is it motivating? Why or why not? * Is it specific? Why or why not?   **Write** a one-page synopsis that addresses these questions. Include the mission statement you are evaluating.  **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 1.1, 1.2 | Problem Solving Scenario = **3 hour** |
| **Research Paper**  **Identify** a recent purchase you made in excess of $100.  **Write** a two-page paper addressing the following with detailed and thorough responses:   * Describe the product and why you chose to purchase the product from the selected company. * Discuss the company’s background. * Conduct a brief SWOT analysis. * Review the company’s mission and value statement. Did the company’s mission and value statement stand up to the product? Did the mission and value statement influence your decision to purchase the product?   **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 1.1, 1.2 | Research Paper = **4 hour** |
| **Total** |  |  | **8** |

# Faculty Notes

**Course Setup**

**General Questions and Discussion Forum:** This course includes a discussion forum for general questions, comments, and concerns. This forum is intended for any course-related commentary not found within a specific weekly discussion. This forum is not graded. Make sure to monitor this forum for student posts. You are encouraged to make an announcement advertising this forum and monitor and post regularly to build engagement.

**Adobe Connect:** Consider posting an announcement asking students to submit any questions or topics they'd like addressed ahead of time. The instructor can then utilize those questions that come up in the first part of the week to tailor the live Adobe Connect class session that would be scheduled toward the later part of the week. That 1-hour synchronous session will allow students the opportunity to go over any questions they had with the homework and clarify any misconceptions they have about the course content. All Adobe Connect sessions should be recorded and a link to the recording be posted to the course page so any student who misses the session can review it later in the week.

*Note:* It is the instructor’s choice as to what day they will schedule the Adobe Connect Live Session, but it is recommended that they schedule this session for Wednesday of the week so students have plenty of time to review their homework prior to the deadline on Sunday.

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| Week Two: Understanding Consumer Behavior, Organizational Buyers, and Marketing Segmentation | | | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the social, marketing, situational, and psychological influences on consumer decision making. | | CLO2, 3 | |
| * 1. Examine the categories of organizational buyers and the organizational buying process. | | CLO3, 6 | |
| * 1. Analyze the behavioral influences on organizational buying. | | CLO3, 6 | |
| * 1. Assess the process of dividing markets based on market segmentation and marketing mix strategies. | | CLO1, 4, 6 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** the following from *MKTG:*   * Chapter 6 Consumer Decision Making * Chapter 7 Business Marketing * Chapter 8 Segmenting and Targeting Markets | | 2.1-2.4 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** Gwynedd Mercy University’s [APA Guide](http://my.gmercyu.edu/c/document_library/get_file?uuid=b3b11b71-21bb-47b5-a086-2b268c7502db&groupId=1307556).  **Note**. This guide serves as a reference resource for APA formatting for all assignments that require this format. Read the entire guide before completing any assignments. Additionally, there is a sample APA-formatted research paper provided at the conclusion of the guide. | | N/A |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Marketing Segment**  **Post** a clear and logical response in 150–200 words to the following, providing specific examples and at least one reference to support your answers.  **Find** a print or commercial advertisement that has been designed for a market segment, such as an ad that is designed to appeal to female, single, young professionals. If referring to a print ad, include a copy of the ad in Microsoft® Word®. If referring to a commercial, provide the full web address. Identify the target market following the structure of the example provided. Explain what in the design of the advertisement led you to your conclusion.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Review** your classmate’s responses. Respond to at least three classmates, stating whether you agree or disagree with the defined target market, and explain your position. Additionally, if you see something in the ad that the original post did not include in its explanation of why the ad is targeting a specific market segment, identify those gaps, and explain why you think they relate to the specific segment. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 2.1, 2.4 | Discussion: one post and replies to three other posts = **1 hour** |
| **Scenario Analysis on Ethical Standards**    **Explore** the [International Chamber of Commerce](http://www.iccwbo.org/advocacy-codes-and-rules/barma/barma-achievements,-output-and-resources/) website. The International Chamber of Commerce provides information and guidelines on combating unethical practices across a wide array of marketing topics.    **Write** a one-pageresponseto the following scenario: If you were developing a sales promotion to introduce your product globally, how would you use these guidelines to ensure high ethical standards of conduct?    **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 2.2, 2.3 | Case Studies = **3 hour** |
| **Research Paper**  **Write** a brief paper that addresses each of the five stages of purchase behavior as they relate to the item you recently bought. Answers must be detailed and thorough.   * What benefit does this particular product or service satisfy for you? * How did you first learn of the product or service? What about the product or service caught your attention? * What strategies and tactics did the manufacturer and seller use to influence you at each stage of the process? Examples include signage, salespersons, a website, information provided, customer service, and guarantees. * How satisfied are you with the purchase? Explain your response. * Would you purchase from the same source again? Why or why not?   **Note.** There is no minimum word requirement for this assignment.  **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 1.2, 2.1 | Research Paper = **4 hour** |
| **Total** |  |  | **8** |

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| Week Three: Marketing Mix Strategies, Part I | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the basic theories of product management and the product lifecycle. | | CLO1, 4 | |
| * 1. Analyze the ability to apply new product planning and development strategies. | | CLO1, 4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** the following from *MKTG:*   * Chapter 10 Product Concepts * Chapter 11 Developing and Managing Products | | 3.1, 3.2 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read t**he following:   * [Why Branding Is Important When It Comes to Marketing](http://marketing.about.com/cs/brandmktg/a/whatisbranding.htm) to learn more about branding and the one-word branding exercise * [Product Life Cycle](https://elokmagozian.files.wordpress.com/2013/12/product-life-cycle.jpg) to learn more about the product lifecycle used in marketing | | 3.1, 3.2 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Google**  **Watch** [Google, evolved](https://youtu.be/olFEpeMwgHk) (1:57)  **Post** the first five words that come to mind when you hear the word “Google.”  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Review** all the ideas posted by each student in the discussion, including the list of words provided by each student. Keep track of which words were the most repeated.  **Answer** the following question in a clear, logical response of 150–200 words: Based on the most repeated words, what marketing idea comes to mind if you were to provide one idea of how Google can keep their brand fresh in the minds of the generations to come? Provide specific examples and at least one reference to support your answers.  All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 3.1, 3.2 | Discussion: one post and replies to three other posts = **1 hour** |
| **Red Bull Product Strategy**  **Read** the case study “Red Bull” (p. 381) in Case Group B: Promotion Strategy, Case 13 of *Marketing Management*.  **Identify** what lessons the company learned through their marketing strategies. What marketing direction should the company take now? Explain your response.  **Submit** your response to Blackboard. | | 3.1, 3.2 | Case Studies = **3 hour** |
| **Research Paper**  **Watch** the following videos:   * [Social Media Video 2013](http://youtu.be/QUCfFcchw1w) (3:50) * [Social Media Marketing in 3 minutes](http://youtu.be/gza8dvN8Hkc) (3:33) * [Social Media Marketing | "Quick Social Tips" | Why is Social Media Marketing Important?](http://youtu.be/2xEHx5xtsgI) (2:49) * [CNN | Starbucks Social Media Marketing Strategy](http://youtu.be/K9nJa_8LnSI) (1:38)   **Research** your selected company’s approach to the development of customer relationships and interaction.  **Write** a brief 1-page paper addressing the following questions with detailed, thorough answers:   * What types of social media does the company use? * How does the company gather information about its customers? * How well does the company provide customer feedback and interactivity?   Describe your organization's brand and how it utilizes social media to its benefit or detriment.  There is no minimum word requirement for this assignment.  **Include** at least one reference to support your answers  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 1.3, 2.1, 3.1 | Research Paper = **4 hour** |
| **Total** |  |  | **8** |

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| Week Four: Market Communication and Sales Management | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the strategic goals of a marketing communication strategy. | | CLO1, CLO4 | |
| * 1. Interpret the decision-making process involved in advertising planning and strategies. | | CLO2, CLO 4 | |
| * 1. Examine how to manage, control, and motivate an organization’s sales force. | | CLO1, CLO 4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** the following from *MKTG:*   * Chapter 15 Marketing Communications * Chapter 16 Advertising, Public Relations, and Sales Promotion * Chapter 17 Personal Selling and Sales | | 4.1, 4.2, 4.3 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Videos**  **Watch t**he following:   * [Integrated marketing communications (IMC) - defined](https://youtu.be/se37jKiSYvM) (0:42) to expand your thinking of integrated marketing communication * [Channel Communication](https://youtu.be/NcfFwGVijr4) (1:19) for further understanding of channel communication | | 4.1 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Ethical Concerns in Ads**  **Post** a clear and logical response in 150–200 words to the following, providing specific examples and at least one reference to support your answers.  Companies continually seek ways to create marketing communications that grab the customer’s attention.  **Use** the Internet to find a print ad or commercial you believe raises ethical concerns. If referring to a print ad, post a copy of the ad in Microsoft® Word® to the discussion board. If referring to a commercial, provide the full web address.  **Explain** what ethical concerns you think are presented in the example you provided.  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least three classmates, indicating whether you agree that the ads raise ethical concerns. Explain your position. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1, 4.2 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Communicating to Customers**  **Post** a clear and logical response in 150–200 words to the following, providing specific examples and at least one reference to support your answers.  **Locate** an advertisement that you believe is an excellent example of a company communicating to customers.  **Answer** the following:   * What makes you believe that the advertisement is an effective means of communication to the customer? * Provide a copy of the advertisement. If referring to a print ad, post a copy of the ad in Microsoft® Word® to the discussion board. If referring to a commercial, provide the full web address.   **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Review** all the ads, and select one you would award as “Best Advertisement.”  **Post** a reply to that ad, indicating that you are giving it your award, and explain why you selected that post over all the others. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1, 4.2 | Discussion: one post and replies to three other posts = **1 hour** |
| **Scenario Analysis on Relationship Building**  You are the sales manager of a small retail store. You are interested in establishing close customer and company relationships. You believe that this strategy will improve your sales and your bottom line.  **Review** [7 Relationship-Building Strategies for Your Business](https://www.entrepreneur.com/article/66228)  **Develop** a plan for hiring a sales force that will help you achieve your goals. Address each of the seven relationship-building strategies in your plan.  **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your plan to Blackboard. | | 4.3 | Case Studies = **3 hour** |
| **Research Paper**  In continuing with the research that you have done so far, write a detailed, thorough two-page communication strategy for your current product that addresses the following:   * What is the organization’s current communication strategy? Has it been successful? * What is the competition’s communication strategy? * What suggestions would you provide to improve your company’s communication strategy?   **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 4.1, 4.2 | Research Paper = **4 hour** |
| **Total** |  |  | **9** |

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| Week Five: Service Marketing and Marketing Mix Strategies, Part II | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze how to manage channels of distribution. | | CLO4 | |
| * 1. Explain the influences involved in pricing strategies using a general pricing model. | | CLO1, CLO4 | |
| * 1. Differentiate between the management of services versus product marketing. | | CLO1, CLO5 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**  **Read** the following from *MKTG:*   * Chapter 13 Supply Chain Management and Marketing Channels * Chapter 19 Pricing Concepts   **Read** [Difference Between Product Marketing and Service Marketing](https://keydifferences.com/difference-between-product-and-service-marketing.html). | | 5.1, 5.2, 5.3 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Amazon**  **Post** a clear and logical response in 150–200 words to the following, providing specific examples and at least one reference to support your answers.  **Review** the [Amazon](http://amazon.com) website  **List** at least three challenges presented to companies that sell products through a website. How does Amazon address the challenges you raised?  **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least three classmates by indicating whether you agree that the challenges they suggest are unique to the use of the Internet as a channel of distribution. Indicate whether you believe Amazon has effectively addressed the challenges noted in the original posts. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.1 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Management of Services versus Product Marketing**  **Pos**t a clear and logical response in 150–200 words to the following, providing specific examples and at least one reference to support your answers.  **Select** onewebsite to review for a product and one website to review for a service.  **Answer** the following:   * What are at least two of the strengths and weaknesses of each? * What do you see as the target markets for these online approaches? Are they similar? Why or why not? * Describe some of the differences between marketing a product and marketing for a service.   **Note.** Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least three classmates in a manner that is thought provoking and appropriately challenges or elevates the discussion. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.1, 5.3 | Discussion: one post and replies to three other posts = **1 hour** |
| **Scenario Analysis**  In product–price relationship, there are three basic value positions:   1. High price, due to the value the product offers in the form of high quality, special features, or prestige 2. Average price, due to value in the form of good quality for reasonable price 3. Relatively low price, due to value in the form of acceptable quality at a low price   **Review** the [Ford](http://www.ford.com/) website.  **Write** a one-page paper explaininghow Ford Motor Company markets products in all three value categories.  **Include** at least one reference to support your answers.  **Format** your paper according to APA guidelines.  **Submit** your paper to Blackboard. | | 5.2 | Case Studies = **3 hour** |
| **Research Paper**  **Review** the work you have completed over the past four weeks on the final project. Look for information gaps or areas you believe need more thought. Add any missing information, and proofread your paper.  **Identify** the sources used for your final project. What made you choose these sources? Did you encounter any challenges in finding the sources? Explain this in your conclusion.  **Discuss** your recommendations for improvements in the areas you researched in your conclusion.  **Include** a bibliography that includes all sources of information used for the paper, including the company website.  Set up your paper following this outline:   1. Product and company information    1. Background    2. Mission and value statement    3. SWOT analysis 2. The five stages of purchase behavior 3. Customer relationships and social media 4. Communication strategy 5. Conclusion 6. Bibliography   **Format** your paper according to APA guidelines.  **Submit** your final paper to Blackboard. | | 1.2, 1.3, 2.1, 3.1, 4.1 | Research Paper = **4 hour** |
| **Total** |  |  | **9** |

# Breakdown of Academic Instructional Equivalencies

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| --- | --- |
|  | **AIE Hours** |
| **Week 1** |  |
| Required | 8 |
| Supplemental |  |
| **Week 2** |  |
| Required | 8 |
| Supplemental |  |
| **Week 3** |  |
| Required | 8 |
| Supplemental |  |
| **Week 4** |  |
| Required | 9 |
| Supplemental |  |
| **Week5** |  |
| Required | 9 |
| Supplemental |  |
|  |  |
| **Total Required Hours** | 42 |
| **Total Supplemental Hours** | 0 |
| **Total Hours** | 42 |