# Course Description

This course provides the basics fundamentals of Marketing Management and strategy. Emphasis is placed on a strategic Marketing Plan, effective Marketing Decisions and how Consumer Behavior drives Market Research and effectively communicating Value.

# 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

# Program Learning Outcomes (PLO)

* **PLO1**: Students will effectively research and communicate in writing (in APA format) ideas and arguments associated with business leadership and management issues. (ULO 1, 3, 4)
* **PLO2**: Students will apply knowledge and skills to develop a comprehensive business plan which demonstrates competency in the following areas: management, operations, finance, and marketing. (ULO 2, 4)
* **PLO3**: Apply critical thinking to real life work problems through the application of theoretical and experiential knowledge. (ULO 1, 2, 4)
* **PLO4**: Students will identify issues and strategies related to ethics and corporate social responsibility and its implications for business. (ULO 2, 3, 4)

# Course Learning Outcomes (CLO)

* **CLO1**: Analyze how the marketing management process impacts an organization’s strategic planning.
* **CLO2**: Evaluate the role that the marketing research process plays in organizational decision making.
* **CLO3**: Evaluate the strategies used to construct an organization’s marketing mix.
* **CLO4**: Identify how the global environment affects the marketing management process.

**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

No textbooks are required for this course.

# Suggested Point Values

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|  | **Assessment** | **Point Value** | **Due** |
| **Module 1** | |  |  |
|  | Marketing Plan Review | 20 |  |
|  | Topic Article Summary 1 | 10 |  |
| **Module 2** | |  |  |
|  | Last Major Purchase Reflection | 20 |  |
|  | Market Segmentation Infographic | 20 |  |
| **Module 3** | |  |  |
|  | Product Strategy Outline | 20 |  |
|  | Topic Article Summary 2 | 10 |  |
| **Total Points** | | **100** |  |

# Weekly Learning Modules

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| Module One: Marketing Planning | |  | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Relate core concepts of marketing to their impact in today’s business world. | | CLO1, CLO2 | |
| * 1. Describe the impact of an effective marketing management process on an organization. | | CLO1, CLO2, CLO4 | |
| * 1. Compare the elements of an organizational marketing strategy. | | CLO2, CLO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources and activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **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 |
| **Required Reading**  **Read** the following selections from the Internet:   * “Marketing, Mix, Definition & Overview” at <http://entrepreneurhandbook.co.uk/marketing-mix-definition-overview/> * “Marketing Mix – 4Ps” at <http://www.smartdraw.com/marketing-mix/examples/marketing-mix-4ps/> * “Marketing Plan Template: Exactly What to Include” at <http://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/#50f02bb33b82> | | 1.1, 1.2, 1.3 |  |
| **Video Resources**  **Watch** the following videos:   * “Steve Jobs’ Amazing Marketing Strategy” at <https://youtu.be/kshIWIc15yg> * “What is Marketing Management” at <https://youtu.be/6v95aQvp0Eg>   **Post** any additional insight or questions you have regarding the material presented here in the Module 1 Questions Forum. | | 1.2, 1.3 | Instructional Videos = 2 hrs. |
| **Total** |  |  |  |
| ***Supplemental Learning Resources and Activities****: These resources and activities provide further exploration of content, supplemental information, and skill building. Students may complete items in this section on their own or as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** the article“How Marketing Contributes to the Bottom Line”.  **Explore** the “Write a Marketing Plan” website at <http://www.business.vic.gov.au/marketing-sales-and-online/increasing-sales-through-marketing/marketing-plan-template#marketingplan>. | | 1.1, 1.2, 1.3 |  |
| **Total** |  |  |  |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Marketing Plan Review**  **Review** the marketing plan of your current, most-recent, or a potential future employer.  **Compose** a 2- to 3-page paper in which you do the following:   * Compare the marketing plan you reviewed to the information that you learned in this module. * Identify the strengths and opportunities of the marketing plan. * Propose strategies for improving the marketing plan.   **Format** your paper according to current APA standards.  **Submit** your paper. | | 1.1, 1.2, 1.3 | Paper = 1 hr. |
| **Topic Article Summary 1**  **Research** an article in the library (either on campus or online) with one of the following subjects:   * How a competent marketing plan or process has positively affected the overall performance of a particular organization * Techniques for building or implementing an effective marketing strategy   **Compose** a 1- to 2-page summary in which you do the following:   * Identify points in the article that you agree with and disagree with. * Indicate something new you learned from the article regarding the topic. * Explain how this might or might not change your understanding of the role or functions of marketing within the overall scope of your current or potential future organization.   **Format** your summary according to current APA standards.  **Submit** your summary. | | 1.1, 1.2, 1.3 | Research Paper = 1.5 hr. |
| **Total** |  |  |  |
| **Notes** |  | | |

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| Module Two: Marketing Decisions | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the importance of market research in the decision-making process of an organization. | | CLO2, CLO3 | |
| * 1. Summarize the steps in the consumer decision-making process. | | CLO2, CLO3 | |
| * 1. Evaluate the role of segmentation and target marketing in market research. | | CLO2, CLO3, CLO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources and activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Required Reading**  **Read** the following selections from the Internet:   * “How to use market research to improve your business” at <https://www.theguardian.com/small-business-network/2012/sep/25/market-research-improve-business> * “The Consumer Buying Decision Process” at <https://www.smartinsights.com/marketplace-analysis/customer-analysis/consumer-decision-buying-process/> * “Maslow’s Hierarchy of Needs” at <http://www.simplypsychology.org/maslow.html> * “Tech-Savvy Gen Yers Still Flock to Stores, Challenging Retailers to Keep Up with the Quickly Changing Preferences of these Young Consumers, Says New ULI Report” <http://uli.org/press-release/generationyretail/> * “How Millennials are Shopping: 20 Interesting Statistics & Figures” at <https://medium.com/brian-honigman/how-millennials-are-shopping-20-interesting-statistics-figures-c76fb1231fbb#.91h8kae27> * “5 Psychological Tactics Marketers Use to Influence Consumer Behavior” at <https://www.fastcompany.com/3032675/5-psychological-tactics-marketers-use-to-influence-consumer-behavior> * “Examples of Market Segmentation” at <http://smallbusiness.chron.com/examples-market-segmentation-14403.html> | | 2.1, 2.2, 2.3 |  |
| **Video Selections**  **Watch** the following videos:   * “Consumer Decision Making Process” at <https://youtu.be/ud00Xa3tth4> * “McDonald’s Segmentation, Targeting, and Positioning” at <https://www.youtube.com/watch?v=tKOITmV0NfU>   **Post** any questions you have regarding the material presented here in the Module 2 Questions Forum and your instructor will respond. | | 2.1, 2.2, 2.3 | Instructional Videos = 2 hrs. |
| **Total** |  |  |  |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Last Major Purchase Reflection**  **Think** about the last item you purchased that cost more than $500. It could be a car, a smartphone, a house, a vacation package, or another high value item.  **Use** the steps you learned in the consumer decision-making process to complete this assignment.  **Compose** a 1- to 2-page reflection in which you do the following:   * Identify steps you took to decide on the right purchase for you. * Align the steps you followed with those in the consumer decision-making process. * Provide how strategies for additional market research by the brand you considered might increase its chances of being selected by consumers who share your demographic and behavioral characteristics.   **Format** your reflection according to current APA standards.  **Submit** your reflection. | | 2.1, 2.2 | Reflection = 1 hr. |
| **Market Segmentation Infographic**  **Select** a favorite product, store, or brand.  **Create** an infographic at [www.easel.ly](http://www.easel.ly) in which you do the following:   * Outline the target market characteristics of your chosen product, store, or brand for these three market segments:   + Demographic   + Behavior   + Geographic * Identify particular techniques your product, store, or brand uses to appeal to its target market.   **Save** your infographic.  **Submit** a Microsoft Word document with a link to your saved infographic.  *Note*: For assistance signing up for or using easel.ly, visit the easel.ly help center at <http://help.easel.ly/help_center>. | | 2.3 | Guided Project = 1.5 hr. |
| **Total** |  |  |  |
| **Notes** |  | | |

# Faculty Notes:

For additional support with the use of easel.ly watch “How to Make an Infographic with easel.ly”at <https://youtu.be/0VHyKgdbUhU>.

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| Module Three: Value | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate the components of an effective product strategy. | | CLO2, CLO3 | |
| * 1. Analyze the impact of product value on a marketing strategy. | | CLO3, CLO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources and activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** the following selections from the Internet:   * “Product Strategy: Setting Your Strategic Vision for Product Offerings” at <https://www.marsdd.com/mars-library/product-strategy-setting-your-strategic-vision-for-product-offerings/> * “Distribution Channels and Marketing Analysis” at <http://smallbusiness.chron.com/distribution-channels-marketing-analysis-60985.html> * “Value-Based Marketing Strategy” at <http://www.ehow.com/info_8190598_valuebased-marketing-strategy.html> | | 3.1, 3.2 |  |
| **Watch** “How to Increase the Perceived Value of Your Product or Service” at<https://youtu.be/0eSytkacizU>.  **Post** any questions you have regarding the material presented here in the Module 3 Questions Forum and your instructor will respond. | | 3.1, 3.2 | Instructional Video = 1 hr. |
| **Total** |  |  |  |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Product Strategy Outline**  **Review** “Product Strategy: Setting Your Strategic Vision for Product Offerings” at <https://www.marsdd.com/mars-library/product-strategy-setting-your-strategic-vision-for-product-offerings/>.    **Create** a brief product strategy for a product of your choice.    **Include** strategies to increase value of your product.  **Theorize** how an increased product value might contribute to modifications in your product strategy.  **Cite** any resources used in current APA format.  **Submit** your product strategy. | | 3.1, 3.2 | Reflection = 1 hr.  Guided Project = 1.5 hr. |
| **Topic Article Summary 2**  **Research** an article in the library (either on campus or online) with one of the following subjects:   * How the product strategy of a particular product positively or negatively affected its overall sales * How consumer opinion regarding a product’s value positively or negatively affected sales of the product   **Compose** a 1- to 2-page summary in which you do the following:   * Identify points in the article that you agree with and disagree with. * Indicate something new you learned from the article regarding the topic. * Explain how this might or might not change your understanding of the role or functions of product strategy or value within the overall scope of your current or potential future organization.   **Format** your summary according to current APA standards.  **Submit** your summary. | | 3.1, 3.2 | Research Paper = 1.5 hr. |
| **Total** |  |  |  |
| **Notes** |  | | |

# Faculty Notes:

In the article for review, "Product Strategy: Setting Your Strategic Vision for Product Offerings," students are provided an example of a briefly-worded product strategy that answers the five questions outlined in the article. Students should model that to complete the Product Strategy Outline assignment and then provide additional solutions that may increase the value of the product.

# Breakdown of Academic Instructional Equivalencies

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| **Module 1** |  |  |
| Required |  | 4.5 |
| Supplemental |  | 0 |
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| **Module 2** |  |  |
| Required |  | 4.5 |
| Supplemental |  | 0 |
|  |  |  |
| **Module 3** |  |  |
| Required |  | 5.0 |
| Supplemental |  | 0 |
|  |  |  |
|  |  |  |
| **Total Required Hours** |  | 14.0 |
| **Total Supplemental Hours** |  | 0 |
| **Total Hours** |  | 14.0 |