# Course Description

This course is a study of marketing from a strategic management perspective. Emphasis is placed on strategic evaluation of internal and external forces. Critical evaluation beyond an introductory level is necessary. Ethical issues related to marketing management are integral parts of this course. Contemporary issues in marketing and the practical application of marketing concepts to the student’s research project are also features of this course (3 credits). Prerequisites: Refer to The Graduate Catalog (online on the university’s website).

# 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**: Assess how a marketing manager affects marketing planning in the global marketplace.
* **CLO2**: Analyze customer relations management (CRM) as a tool in marketing decision making and effective information management for both consumer and business marketplaces.
* **CLO3**: Create an effective marketing plan that adheres to sound marketing management principles and techniques, e.g., segmentation, target marketing, and positioning.
* **CLO4**: Analyze the advantages of an integrated approach to various traditional and emerging modes of marketing and marketing technology.
* **CLO5**: Analyze ethical situations in marketing management and their impact on a company’s marketing decision-making processes and strategies.

# 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

Iacobucci, D. (2018). *Marketing management* (5th ed.). Boston, MA: Cengage.

ISBN: 9781337367462

# Suggested Point Values

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| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Sensory Overstimulation | 18 |  |
| Week 1 Opinion Assignment | 25 |  |
| Analysis on Maslow’s Hierarchy | 50 |  |
| Week 1 Case Analysis | 50 |  |
| **Week 2** |  |  |
| Discussion: Market Segmentation and Promotion | 18 |  |
| Week 2 Opinion Assignment | 25 |  |
| Market Strategies | 50 |  |
| Week 2 Case Analysis | 50 |  |
| **Week 3** |  |  |
| Discussion: Core Benefit | 18 |  |
| Week 3 Opinion Assignment | 25 |  |
| Service Encounters Analysis | 50 |  |
| Week 3 Case Analysis | 50 |  |
| **Week 4** |  |  |
| Discussion: What is Value? | 18 |  |
| Week 4 Opinion Assignment | 25 |  |
| Future of Brick-and-Mortar Stores | 50 |  |
| Week 4 Case Analysis | 50 |  |
| **Week 5** |  |  |
| Discussion: Negative Into a Positive | 18 |  |
| Week 5 Opinion Assignment | 25 |  |
| Advertising Platforms | 50 |  |
| Week 5 Case Analysis | 50 |  |
| **Week 6** |  |  |
| Discussion: Poor Customer Service | 18 |  |
| Week 6 Opinion Assignment | 25 |  |
| Ethical Marketing | 50 |  |
| Week 6 Case Analysis | 50 |  |
| **Week 7** |  |  |
| Discussion: Is Marketing Manipulative? | 17 |  |
| Week 7 Opinion Assignment | 25 |  |
| SWOT Analysis | 50 |  |
| Week 7 Case Analysis | 50 |  |
| **Total Points** | **1000** |  |

# Course Schedule

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

# Weekly Learning Modules

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| **Week One: Marketing Management & Customer Behavior** | | | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Define marketing and marketing management and explain how they contribute to a firm’s success. | | CLO1 | |
| * 1. Recognize the impact of key change drivers on the future of marketing. | | CLO1 | |
| * 1. Analyze the impact of environmental opportunities and threats that exist in planning marketing strategy. | | CLO1, CLO3 | |
| * 1. Assess the impact of socio-cultural factors in influencing consumer behavior. | | CLO1, CLO2, CLO3 | |
| ***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](http://elwray.squarespace.com/feedback). | |  |  |
| **Read** Ch. 1 & 2 of *Marketing Management*. | | 1.1, 1.2, 1.3, 1.4, |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Watch** the “What is Marketing? Two Answers To This One Question” video available on YouTube (3:44): <https://www.youtube.com/watch?v=QePU68FhwiY> | | 1.1, 1.2, 1.3, 1.4 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Sensory Overstimulation**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 1.1, 1.2 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 1 Opinion Assignment**  **Develop** a PowerPoint presentationthat includes audio. In the presentation, **report** how culture and social class influence how consumers form impressions and preferences, collect information, form opinions, and make brand choices.  **Provide** examples to justify and support your opinion.  Keep your slides simple, like billboards, and add the detailed explanation for your slides through narration and the speaker notes. You must **use** Google Drive to upload your narrated presentation as Blackboard cannot support the file size.  **View** the following resource to assist you in uploading and sharing using your Google Drive account: <http://elearning.uc.apu.edu/helps/course_helps/upload-powerpoint.html>  **Submit** a copy of the link to your instructor. Remember to set the visibility option to “Anyone with the link” to share your presentation.  *Note:* The presentation can be any length you view appropriate to concisely convey the assignment requirements. | | 1.1, 1.2, 1.3, 1.4 | Presentation = **2hr.** |
| **Analysis on Maslow’s Hierarchy**  **Review** Maslow’s hierarchy of needs from the readings this week. Identify the marketing and promotional strategies used for products aimed at each of the five stages.  **Write** a concise report that **identifies** each stage in the hierarchy, and identify a product or service targeted to reach and influence consumers at *each* stage.  **Discuss** strategies and tactics used to influence consumers who are in each stage. **Include** specific examples from your research and personal observations to support your work.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 1.1, 1.2, 1.3, 1.4 | Report = **1hr.** |
| **Week 1 Case Analysis**  **Go** to the Keiss Library and access the Hoover’s Database. **Browse** the Hoover’s Industry section and select one of the industries that are presented.  **Write** a brief report describing the information that you found in your research and how it can help in market planning for a company.   * What are some of the trends identified? Discuss some of the strategies that a company could use to capitalize on them.   **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 1.1, 1.2, 1.3, 1.4, | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

# Faculty Notes

**Adobe Connect:** Students should post any questions or comments they have to the Announcement forum. 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: Segmentation, Targeting, & Positioning | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Identify and apply segmentation variables to practice targeted marketing strategy. | | CLO2, CLO3, CLO4 | |
| * 1. Assess the criteria for market sizing and targeting segments. | | CLO2, CLO3, CLO4 | |
| * 1. Apply branding and positioning strategies to create image and identity. | | CLO2, CLO3, CLO4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 3, 4, & 5 of *Marketing Management*. | | 2.1, 2.2, 2.3 |  |
| **Watch** the “Marketing Segmentation Introduction” video available on YouTube (7:45): <https://www.youtube.com/watch?v=luEQUFWJ6oY> | | 2.1, 2.2, 2.3 |  |
| **Watch** the “What is a Brand?” video available on YouTube (4:21): <https://www.youtube.com/watch?v=k5016fh7TgQ> | | 2.1, 2.2, 2.3 |  |
| **Visit** the Nielsen/Claritas website: <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=30>  **Click** on **ZIP Code Look-up** on the top bar.  **Search** for demographic information about a zip code of your choice. | | 2.1, 2.2, 2.3 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Market Segmentation and Promotion**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 2.1 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 2 Opinion Assignment**  **Select** an advertisement that you find interesting. **Provide** a link or an image of the advertisement to include in the assignment.  **Create** a PowerPoint presentation that describes *one* market segment targeted by the ad using demographic, psychographic, geographic, and user benefits, and other behavioral variables. **Describe** how what you see in the ad (words, graphics, color, etc.) and the medium selected to display the ad supports your position.  Keep your slides simple, like billboards, and add the detailed explanation for your slides through narration and the speaker notes. You must **use** Google Drive to upload your narrated presentation as Blackboard cannot support the file size.  **View** the following resource to assist you in uploading and sharing using your Google Drive account: <http://elearning.uc.apu.edu/helps/course_helps/upload-powerpoint.html>  **Submit** a copy of the link to your instructor. Remember to set the visibility option to “Anyone with the link” to share your presentation.  *Note:* The presentation can be any length you view appropriate to concisely convey the assignment requirements. | | 2.1, 2.2, 2.3 | Presentation = **2hr.** |
| **Market Strategies**  Noted marketing strategist Michael Porter discusses three generic strategies, which include low cost, differentiation, and focus.  **Research** and **identify** three companies in one industry that compete using different generic strategies.  **Describe** how the strategy (cost, differentiation, or focus) is integrated in their marketing system and promotional efforts.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 2.1, 2.2, 2.3 | Report = **1hr.** |
| **Week 2 Case Analysis**  The concept of "positioning" refers to how a product or service is perceived relative to the competition within an industry.  **Compare** the branding and positioning strategy of several products within the same industry category that are "positioned" differently in the minds of consumers.  **Discuss** how the target market is segmented differently (demographic, psychographic, benefit, and behavioral variables) for those products or services.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 2.1, 2.2, 2.3 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

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| Week Three: Products, Services, & Innovation | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate the management of product strategies utilizing the product life cycle model. | | CLO2, CLO3, CLO4 | |
| * 1. Analyze the characteristics that set services apart from physical goods. | | CLO2, CLO3, CLO4 | |
| * 1. Assess the diffusion of innovation and its implications for marketing strategy. | | CLO2, CLO3, CLO4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 6, 7, & 8 of *Marketing Management*. | | 3.1, 3.2, 3.3 |  |
| **Watch** the “Episode 51: The Product Life Cycle” video available on YouTube (14:40min.): <https://www.youtube.com/watch?v=ekVereJE1ZI> | | 3.1, 3.2, 3.3 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Read** the article “10 most valuable global brands” available on the CNN Money website:  <http://money.cnn.com/gallery/news/companies/2013/05/20/best-global-brands/> | | 3.1, 3.2, 3.3 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Core Benefit**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 3.2 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 3 Opinion Assignment**  **Research** an industry to learn about emerging “disruptive innovations” in product. **Identify** the people and organizations pioneering these advancements.  **Write** a research paper explaining how this pioneering innovation can radically disrupt the industry and how its impact on consumers and society. **Recommend** a market entry strategy for a company to motivate consumers to purchase the new product or service.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 3.3 | Report = **1hr.** |
| **Service Encounters Analysis**  **Consider** the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy.  **Identify** a recent service encounter you have experienced as a customer that you would classify as a generally bad experience.   * In what ways specifically did each of the five service quality dimensions contribute to your perceptions of poor service? Be as specific with your examples as you can. * What could the service provider have done to improve each of the relevant dimensions and thus improve your experience?   **Repeat** the above process but, instead of a bad service experience, identify a generally good service experience.   * For each relevant dimension, specifically what did the service provider do well? * Did you experience any delightful surprise? If so, what?   **Submit** your report to your instructor. | | 3.2 | Report = **2hr.** |
| **Week 3 Case Analysis**  You may already know that Campbell Soup Company has a variety of flavors to choose from, but did you know they also sell foods such as Pepperidge Farm cookies and Goldfish crackers; Arnott’s, Kjeldsens, and Royal Dansk biscuits; V8 beverages; Bolthouse Farms super-premium beverages, carrots and dressings; Garden Fresh Gourmet salsas, hummus, dips and tortilla chips; Plum premium organic baby food; Swanson broths; Prego pasta sauces; and Pace salsa. Gillette is another good example in that they manufacture blades and razors, toiletries, writing instruments, and lighters. Note that, within each of these product lines, there is a depth of different products offered to consumers.  **Research** and **identify** a company that has multiple product lines with a variety of products within each category.  **Develop** a reportthatdescribes the product lines and different product offerings within each category for your selected company.  **Explain** how each product is segmented for a different audience, and how the branding and positioning strategy is used by the company to differentiate each of their products. **Identify** the product life cycle stage of *each* product.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 3.1, 3.2, 3.3 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

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| Week Four: Pricing & Distribution Strategy | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Identify a variety of pricing strategies used to maximize profit. | | CLO1, CLO2, CLO3 | |
| * 1. Apply approaches to price management as a core component of value. | | CLO1, CLO3, CLO4 | |
| * 1. Analyze channels of distribution and points of customer interface as a means of effective marketing management. | | CLO1, CLO3, CLO4 | |
| * 1. Evaluate supply chain processes and procedures to enhance product manufacturing and distribution. | | CLO1, CLO3, CLO4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 9 & 10 of *Marketing Management*. | | 4.1, 4.2, 4.3, 4.4 |  |
| **Watch** the “HSC Business Studies – Pricing Strategies” video available on YouTube (5:49): <https://www.youtube.com/watch?v=8VP9FVwsvZ0> | | 4.1, 4.2 |  |
| **Watch** the “Marketing: Channels of Distribution” video available on YouTube (14:59):  <https://www.youtube.com/watch?v=aOT4Wnuv3E8> | | 4.3, 4.4 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Watch** the “How Retailers Get You To Buy” video available on YouTube (5:13): <https://www.youtube.com/watch?v=VcGR5dPpeME> | | 4.1, 4.2 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: What is Value?**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 4.1, 4.2 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 4 Opinion Assignment**  **Write** a concise report that explains how value-based pricing (value-optimized pricing) is used in pricing strategy, and then explain how the Internet is making this practice more prevalent in business today.  **Use** examples from a variety of industries to illustrate the concept in application, and add an opinion statement as to whether you think this is a fair practice.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 4.1, 4.2 | Report = **1hr.** |
| **Future of Brick-and-Mortar Stores**  Are brick-and-mortar stores doomed? As Internet-based shopping becomes more prevalent, retail chains are experiencing drastic sales reductions. Many chains are reducing the number of store locations, and many, like Blockbuster and Borders, are out of business.  **Compare** retail sales from brick-and-mortar stores against retail Internet sales for the past 5 years of similar product. Explain what the trend line predicts about the future.  **Write** a report about your findings.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 4.3, 4.4 | Report = **2hr.** |
| **Week 4 Case Analysis**  You have just been promoted to VP of Marketing for a new beverage company that is about to launch and compete against Coke and Pepsi on a global basis. Your president has now asked you for a suggestion as to the best supply chain and distribution process the company should use for competitive advantage. You are asked to compare the supply chain and distribution processes of both the Coca-Cola company and Pepsi company to determine how they operate and which approach would be best to follow.  **Write** a concise report comparing the distribution and supply chain processes of the two soda industry giants. After completing your analysis, add a conclusion and recommendation as to your suggestions for the best approach for your company.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 4.3., 4.4 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

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| Week Five: Advertising, Integrated Marketing Communication, & Social Media | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate the elements of promotion and the marketing manager’s role in formulating an integrated communication and promotional strategy. | | CLO3, CLO4 | |
| * 1. Know the various non-advertising components of integrated marketing communication. | | CLO3, CLO4 | |
| * 1. Analyze the effectiveness of social media in developing ongoing customer relationships. | | CLO3, CLO4 | |
| * 1. Evaluate types of advertising sales promotions and public relations that are used by marketing managers in creating an integrated communication plan. | | CLO1, CLO4 | |
| * 1. Evaluate the role of personal selling and direct marketing in the promotion mix of a marketing plan. | | CLO1, CLO5 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 11, 12, & 13 of *Marketing Management*. | | 5.1, 5.2, 5.3 |  |
| **Watch** the “Psychology and Advertising” video available on YouTube (6:56): <https://www.youtube.com/watch?v=EC7VLjIw8hY> | | 5.1, 5.2 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Watch** the “How the Internet Is Changing Advertising” video available on YouTube (4:36): <https://www.youtube.com/watch?v=5wx0GfbC0BA> | | 5.1, 5.2 |  |
| **Read** the“Personal Selling” article available at the Inc. website: <http://www.inc.com/encyclopedia/personal-selling.html> | | 5.3 |  |
| **Watch** “Direct marketing tips: how to send a successful direct mail” available on YouTube (3:18): <http://www.youtube.com/watch?v=j8RuI2spQ0g> | | 5.2 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Negative into a Positive**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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 = **1hr.** |
| **Week 5 Opinion Assignment**  **Reflect** on a recent visit to a store, restaurant, or event.  **Write** a concise report that identifies as many promotional strategies as you can think of that were used to create your awareness, influence your purchase, and keep you returning as a repeat customer.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 5.1, 5.2, 5.4 | Report = **1hr.** |
| **Advertising Platforms**  **Identify** and **research** a major promotional campaign that uses multimedia to create awareness and influence consumer purchasing. **Describe** the theme of the campaign and how the company is integrating multiple advertising platforms, social media, publicity, sales promotion, and public relations activities in their effort.  **Submit** your paper to your instructor.  *Note:* The paper can be any length you view appropriate to concisely convey all the assignment requirements. | | 5.1, 5.2, 5.3, 5.4, 5.5 | Report = **2hr.** |
| **Week 5 Case Analysis**  You have just been appointed to the position of Social Media Manager for your organization. **Develop** a recommendation plan to give to senior management to convince them of the importance of social media and an Internet strategy to create awareness and build long-term relationships with consumers.  Your analysis should describe how your company can take advantage of the Internet and this social phenomenon to reach new markets and communicate with current and potential new customers. Be specific in identifying some of the actual social media campaign strategy and use of the Internet.  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 5.1, 5.2 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

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| Week Six: Customer Satisfaction & Marketing Research | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Identify marketing research information and processes that are necessary in marketing management decision making. | | CLO1, CLO2, CLO3,  CLO4, CLO5 | |
| * 1. Apply customer relations management through the application of customer touchpoints. | | CLO1, CLO2, CLO3,  CLO4, CLO5 | |
| * 1. Analyze the importance of customer loyalty and customer relationship management. | | CLO1, CLO2, CLO3,  CLO4, CLO5 | |
| * 1. Examine ethical considerations in marketing and research. | | CLO1, CLO5 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 14 & 15 of *Marketing Management*. | | 6.1, 6.2 |  |
| **CRM Failure**  **Watch** the “What Happens When CRM Fails?” lecture video available on Vimeo (6:31): <https://vimeo.com/95199998> | | 6.2. 6.3 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Watch** the “Marketing Briefs: What is Market Research?” video available on YouTube (7:31): <https://www.youtube.com/watch?v=2-q2vwa_n2I> | | 6.1 |  |
| **Watch** the “Marketing Metrics Management” video available on YouTube (45:19):  <http://www.youtube.com/watch?v=yt6sFaICZjc> | | 6.1, 6.3 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Poor Customer Service**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 6.1 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 6 Opinion Assignment**  **Review** the website of the research company JD Power and Associates ([www.jdpower.com](http://www.jdpower.com)), which specializes in measuring quality and customer satisfaction. **Choose** a product and review the research.  **Write** a concise report identifying some of the information provided on the chosen product to help consumers purchase the specific product or service.  How is JD Power rating the product? What information did they measure relating to quality and customer satisfaction? How did your product/service selection compare against alternatives?  **Submit** your report to your instructor.  *Note:* The report can be any length you view appropriate to concisely convey all the assignment requirements. | | 6.2 | Report = **1hr.** |
| **Ethical Marketing**  **Read** the “Statement of Ethics” article available on the American Marketing Association website: <https://archive.ama.org/Archive/AboutAMA/Pages/Statement%20of%20Ethics.aspx>  **Locate** an advertisement that you believe raises ethical concerns. The advertisement can be an image or in video format (YouTube, image, etc.).  **Write** aconcise summary describing the elements in the ad that you consider to be ethical violations based on the AMA Statement of Ethics definition.  **Identify** the elements of the advertisement that you believe are ethically concerning as they relate to the AMA Statement of Ethics. **Provide** a link of the advertisement or a copy of the image.  **Submit** your detailed summary to your instructor.  *Note:* The paper can be any length you view appropriate to concisely convey all the assignment requirements. | | 6.1, 6.4 | Report = **2hr.** |
| **Week 6 Case Analysis**  As VP of Marketing for Gwynedd Mercy University, your President has asked you to provide a report that identifies your student acquisition cost and the lifetime value of a student.  **Use** your graduate per credit cost and the total credits needed for graduation as your foundation (e.g. cost 20,000 to go to USC, versus GMU 80,000 for the whole program).  **Write** a concise analysis that identifies the customer (student) acquisition cost and lifetime value of your customers (students). You may include a graph or chart to illustrate the difference.  **Include** an explanation as to how you arrived at the figures and their importance and meaning to the organization. You may create the report using any “hypothetical” numbers for your marketing budget needed to demonstrate your understanding of the process and ability to apply them in a practical setting.  **Submit** your analysis to your instructor.  *Note:* The paper can be any length you view appropriate to concisely convey all the assignment requirements. | | 6.2, 6.3 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

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| Week Seven: Marketing Strategy & Market Plans | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Assess external environmental conditions and develop strategies to capitalize on opportunities and block threats. | | CLO1, CLO3, CLO4 | |
| * 1. Develop a critical analysis and reflection of the ethical considerations in consumer marketing. | | CLO1, CLO2, CLO3, CLO4, CLO5 | |
| * 1. Explore marketing strategies from a global perspective. | | CLO1, CLO2, CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch.16 & 17 of *Marketing Management*. | | 7.1, 7.2, 7.3 |  |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Read** the article “Marketing Plan” available on the *Entrepreneur* website: <http://www.entrepreneur.com/encyclopedia/marketing-plan> | | 7.1, 7.3 |  |
| **Read** the article “The Ingredients of a Marketing Plan” available on the *Entrepreneur* website: <http://www.entrepreneur.com/article/43026> | | 7.1, 7.3 |  |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Is Marketing Manipulative?**  **View** the discussion video on Blackboard.  **Pos**t a clear and logical response in 150 to 200 words to the video, providing specific examples to support your answers.  *Note*: Initial answers to the questions are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents 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. | | 7.2 | Discussion: one post and replies to three other posts = **1hr.** |
| **Week 7 Opinion Assignment**  As VP of Marketing, you are considering the possibility of moving the manufacturing and production of your product to China. Based on your research, you must create a presentation for the company leadership team advising them of recommended steps.  **Create** a PowerPoint presentation identifying the advantages and disadvantages of outsourcing your manufacturing and operation to an international partner.  **Conclude** your work with a recommendation as to whether the organization should proceed with outsourcing or retain the work in country. **Provide** justification for your opinion.  Keep your slides simple, like billboards, and add the detailed explanation for your slides through narration and the slide notes page. You must **use** Google Drive to upload your narrated presentation as Blackboard cannot support the file size.  **View** the following resource to assist you in uploading and sharing using your Google Drive account: <http://elearning.uc.apu.edu/helps/course_helps/upload-powerpoint.html>  **Submit** a copy of the link to your instructor. Remember to set the visibility option to “Anyone with the link” to share your presentation.  *Note:* The presentation can be any length you view appropriate to concisely convey the assignment requirements. | | 7.1, 7.3 | Report = **1hr.** |
| **SWOT Analysis**  **Review** the “SWOT Analysis” [5:21min.]: <https://www.youtube.com/watch?v=OmIz-EAPwaM>  **Complete** and **submit** the SWOT Analysis worksheet. | | 7.1, 7.3 | Research and analysis = **2hr.** |
| **Week 7 Case Analysis**  Now that you are completing your study of how the marketing system operates, you are probably more aware of some of the radical advances in the way organizations market their goods and services and the impact of environmental forces impacting strategic planning.  **Write** a research paper that analyzes and identifies one emerging trend or evolutionary change that has taken place in each of the 4Ps areas (i.e. product, price, place, and promotion) and discuss their impact on a specific organization or industry.  **Provide** an example that demonstrates a strategic response to each of the issues and trends by a specific company. You may use different companies for each of the four areas.  **Submit** your report to your instructor. | | 7.1, 7.2, 7.3 | Case analysis = **2hr.** |
| **Total** |  |  | **6hr.** |

# Breakdown of Academic Instructional Equivalencies

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|  | **AIE Hours** |
| **Week 1** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week 2** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week 3** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week 4** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week5** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week 6** |  |
| Required | 6hr. |
| Supplemental |  |
| **Week 7** |  |
| Required | 6hr. |
| Supplemental |  |
|  |  |
| **Total Required Hours** | 42hr. |
| **Total Supplemental Hours** |  |
| **Total Hours** | 42hr. |