

Las Positas College  
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## Course Outline for MKTG 56

### MARKETING STRATEGIES

Effective: Spring 2020

#### I. CATALOG DESCRIPTION:

MKTG 56 — MARKETING STRATEGIES — 3.00 units

Current marketing trends, strategies, and techniques. Introduction to online and social media marketing. The promotional process and techniques in the development of effective content creation and branding. Advanced theories, principles, and practices of customer service, customer loyalty, and the customer experience.

3.00 Units Lecture

#### Grading Methods:

Letter or P/NP

#### Discipline:

- Business or
- Marketing or
- Management

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Expected Outside of Class Hours:</b>	108.00
<b>Total Hours:</b>	162.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. Identify and describe the history and development of marketing today
- B. Explain the future of business marketing including demographic changes, environmental uncertainties, technology, and global competition
- C. Analyze the factors relating to successful advertising, promotions, and publicity for various media platforms
- D. Distinguish between exceptional customer service and less than adequate customer service
- E. Demonstrate skills that meet customer needs, provide ongoing support, and service recovery
- F. Practice steps retailers or service providers take to improve customer service
- G. Evaluate social media networks and use with personal and company branding
- H. Creation of a social media marketing plan
- I. Synthesize all lessons learned across both traditional and internet business models

#### V. CONTENT:

- A. The future of marketing including demographic changes, environmental uncertainties, technology, and global competition
  1. Broad demographics definitions and buying habits
    - a. Age
    - b. Socio-economic
    - c. Culture
  2. Sustainable competitive advantage
    - a. Customer loyalty
    - b. Location
    - c. Human resources
    - d. Trade secret, patent, copyright
    - e. Branding
- B. Factors impacting successful advertising, promotions, and publicity
  1. Setting communication objectives
    - a. Criteria for evaluation and use
    - b. Measuring effectiveness
  2. Principles of awareness and calls to action
  3. Communication methods
  4. Branding
- C. Legal and ethical issues in retail strategies, branding, promotions, and visual communications

1. Children
2. Generations
3. Psychological manipulation
4. Privacy concerns and responsibilities
5. Truth in advertising
- D. Customer Service
  1. Distinguish between exceptional customer service and less than adequate customer service
  2. Find moments for exceptional customer service
  3. Demonstrate skills that meet customer needs, provide ongoing support, and service recovery
- E. Introduction to online marketing and social media
  1. Social media marketing and the use of social media platforms and tools when developing personal and organizational branding.
  2. Understand the listening and social aspects of social media
  3. Online and traditional media integration
  4. Finding your personal or organizational tone and voice
  5. Creation of a social media marketing plan

#### VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Written exercises and case studies** - Case studies 1. Current events 2. Best practices
- D. **Guest Lecturers** -
- E. Videos

#### VII. TYPICAL ASSIGNMENTS:

- A. Analysis of current events and trends in marketing (i.e. WallStreetJournal, Fortune, AMA, local business section.)
- B. Application of class learning's to personal experience.
- C. Group discussion on class learning's to personal experience and role-playing.
- D. Project to develop a social media marketing plan
  1. Overall strategy, concept, sustainable competitive advantages, and brand voice
  2. Excel calendar template for 30-day content calendar
  3. A completed multi-page social media marketing plan

#### VIII. EVALUATION:

##### **Methods/Frequency**

- A. Exams/Tests
  - 2
- B. Projects
  - 1
- C. Class Participation
  - 8
- D. Class Work
  - 8
- E. Home Work
  - 8

#### IX. TYPICAL TEXTS:

1. Ferrell, O., and Michael Hartline. *MARKETING STRATEGY*. 7th ed., Cengage, 2017.
2. DeHaaff, Brian. *Lovability*. 1st ed., Greenleaf Book Group Press, 2017.
3. Kinni, Ted. *Be Our Guest*. 1 ed., Disney Editions, 2011.
4. Tuten, Tracey. *Social Media Marketing*. 3rd ed., Sage, 2018.
5. Dib, Alan. *The 1-page Marketing Plan*. 1 ed., Page 2, 2018.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Internet Access
- B. Access to business publications such as the Wall Street Journal, Fortune
- C. Access to trade publications for a student's interest area.