Course Description

An overview of advanced topics in marketing planning, strategy, analysis, and control. Emphasis on consumer needs and analysis, market position, competition, and public policy environment related to marketing activities.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Explain both the Marketing Concept and the Holistic Marketing Concept.
2. Analyze the macroenvironments as related to the marketing process.
3. Illustrate the use of marketing research and the forecasting of demand.
4. Describe the development of customer value, satisfaction, and loyalty.
5. Explain the use of customer relationship management in cultivating customer relationship.
6. Illustrate the consumer buying process and the organizational buying process.
7. Illustrate market segmentation, market targeting, and brand equity.
8. Describe positioning and differentiation strategies.
9. Illustrate the development of product strategy and explain competitive strategies.
10. Explain the marketing strategies for service companies.
11. Identify and explain the various pricing strategies.
12. Describe the management of the retail and wholesale business.
13. Classify the management of advertising, sales promotion, events, and public relations.
14. Identify and explain direct marketing and personal selling.
15. Outline and describe new product development.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments:** Each unit contains Reading Assignments from two or more chapters of the textbook. Supplemental Reading is provided in the Unit I to aid students in their course of study.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Case Studies:** Students are required to read a Case Study and answer accompanying questions in Units I-VIII. Specific information and instructions regarding these assignments are provided below.
6. **Unit Assignments and Course Project:** Students are required to submit for grading an assignment in Units I-VII. These individual assignments will be compiled to make up a comprehensive marketing plan and submitted for grading as the Course Project in Unit VIII. Specific information and instructions regarding these assignments and course project are provided below.
7. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.
8. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

**Case Studies**

**Unit I Case Study**

Case studies are an important learning strategy in business classes. They provide an opportunity to look at events that have happened in business and industry over a number of years and examine situations that managers have had to deal with, such as changes in the competitive environment. Typically, the case study then charts a manager’s response, which may involve changing the business or corporate strategy.

You will be evaluating a case study in each unit of this course. The first case study you will look at is that of Cisco on page 57 in your textbook. Read the study several times—once to grasp the overall picture and then a few more times to understand the specific issues. Answer the two questions at the end of the study (p. 58). Support your answers with a minimum of one additional source per question that is no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit II Case Study**

Read the Nordstrom case study in Chapter 5 on page 147 in your textbook. Answer the two questions at the end of the study (p. 148). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit III Case Study**

Read the case study (Disney), found in Chapter 6 on page 178 in your textbook. Answer the two questions at the end of the study (p. 179). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit IV Case Study**

Read the Louis Vuitton case study in Chapter 10 on page 295 in your textbook. Answer the two questions at the end of the study (p. 295). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit V Case Study**

Read the Ritz Carlton case study in Chapter 13 on page 379 in your textbook. Answer the two questions at the end of the study (p. 380). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit VI Case Study**

Read the Amazon.com case study in Chapter 15 on page 443 of your textbook. Answer the three questions at the end of the study (p. 444). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit VII Case Study**

Read the Gillette case study in Chapter 18 on page 532 of the textbook. Answer the three questions at the end of the study (p. 533). Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.

**Unit VIII Case Study**

Read the Starbucks’s case study in Chapter 22 on pages 648-649 of the textbook. Answer the three questions at the end. Support your answers with a minimum of one source per question, no more than five years old. Your answer to each question should be approximately 400 words using APA format.
Unit Assignments

Throughout this course you will be creating a comprehensive marketing plan, using one of the product scenarios below. You will choose one scenario, and use it throughout the entire course. Within each unit you will be asked questions, and based on your company (chosen from the list below) and previous decisions you have made, you will add the additional information to your marketing plan. It is highly recommended that you submit each unit’s assignment on a timely basis in order to receive feedback from your instructor. You will need your instructor’s feedback at the end of the course to put your revised components together to create the comprehensive marketing plan.

In the business environment, professionalism is very important, so make sure your plan is presented in a way that positively reflects you and the company you work for. Being involved in projects of this nature in the corporate world provides promotional opportunities—a successful completion of this project could earn you the title of Vice President of Marketing. It is suggested that you use Microsoft Word to create your marketing plan, but the style and layout you choose to use is up to you. Be sure the style and layout you choose stays within APA formatting requirements for written reports. Make sure your plan is grammatically correct, addresses the key ideas from each unit, and incorporates all of the required components.

Marketing Scenarios:

1. Arimount, a well-known beauty and grooming company wants to launch a new deodorant product. The company’s development and research department has created a new chemical that will allow deodorants to work for up to 5 days—even after showering. Arimount has been in the hygiene market for 20 years with an average return on investment. They would like to top the market share with this innovative product.

2. Caninantics is a start-up company that has created a new dog food dispensing product that will open canned dog food, dump the food into the dog bowl, and dispense the can. The company wants to start marketing this product and then branch into other canine accessories by the end of the year.

3. Collegiate Fringe is a product developed by a team of girls to show school spirit. The fringe is made in a similar fashion to school spirit shakers and comes in the college’s school colors. It can be worn on the bottom of jeans, on the cuffs of sleeves, around the collar of a shirt, and they even have fringe that can be worn as a skirt. Over the past year they sold the “fringe” only on campus. They want to expand their market to other college campuses and believe they should come up with a new product name as well.

Unit I Assignment

Choose one of the three products listed in the course project assignment (Marketing Scenarios). Create a name for the product you choose, and create the following components of a marketing plan for the next year.

The marketing plan should include:

1. Situational Analysis
2. Marketing Strategy
3. Financials
4. Controls

The situational analysis must include (but is not limited to) a SWOT analysis and information about the top three competitors. Competitor information should be based on research of real companies who could compete with this product. Support your data with sources no more than five years old. You will be creating the financial information for your company yourself. You may want to look at the example found on pages 60-64 in your textbook. This component of the marketing project is due at the end of Unit I.

You will want to complete this assignment in a timely manner, as there will be a new component added to the project in each unit. Manage your time wisely.

Unit II Assignment

For the second component of your marketing plan, answer the questions listed below. Make sure the information about your company is presented in a professional and error free manner. This component will be due at the end of Unit II, and your answer to each question should be at least 400 words.
1. Describe what type of marketing research your company will need to use in order to support its marketing strategy. Create a list of questions or issues that your company will need to settle using marketing research.

2. Describe how your company will examine customer satisfaction, and what will you do to create customer loyalty?

You will want to complete this assignment in a timely manner as there will be a new component added to the project in each unit.

Unit III Assignment

For the third component of your marketing plan, answer the questions listed below. Make sure the information about your company is presented in a professional and error free manner. This component will be due at the end of Unit III, and your answer to each question should be at least 400 words.

1. To what segments will your company market to, and what variables should be used in these segmentations?

2. Discuss the way your company will address your customers’ buying decision process.

You will want to complete this assignment in a timely manner, as there will be a new component added to the project in each unit.

Unit IV Assignment

For the fourth component of your marketing plan, answer the questions listed below. This component will be due at the end of Unit IV, and your answer to each question should be at least 400 words (except for question 2).

1. Discuss what brand elements would be most useful for differentiating your company's brand from competing brands.

2. In a sentence or two, what is the appropriate positioning for your company's product?

3. What factors will you use to determine your company's strategic group, and what competitive strategy would be most effective as your company introduces this new project?

Keep in mind that there will be a new component added to your project in the following units. Manage your time wisely.

Unit V Assignment

For the fifth component of your marketing plan, answer the questions listed below. Make sure the information about your company looks professional and error free. This component will be due at the end of Unit V, and your answer to each question should be at least 400 words.

1. Describe how your company will address the five product levels: core benefit, basic product, expected product, augmented product, and potential product.

2. Discuss the primary pricing objective for your company. What are some of the implications of your pricing decisions?

3. Explain what type of packaging and labeling you will use to support your brand image.

Be sure that your ideas support your product and the decisions you have made in the past.

Remember a new component will be added to your project in the following units. Manage your time wisely.

Unit VI Assignment

For the sixth component of your marketing plan, answer the questions listed below. This component will be due at the end of Unit VI, and your answer to each question should be at least 400 words.
1. How many channel levels are appropriate for your company’s targeted business segment? Based on the number of channel members, should you use exclusive, selective, or intensive distribution? Why?

2. What types of retailers will your company use for distributing your product? Discuss the advantages and disadvantages of using this type of retailer.

Be sure that your ideas support your product and the decisions you have made in the past.

Unit VII Assignment

For the seventh component of your marketing plan, answer the questions listed below. This component will be due at the end of this unit so that you can receive feedback before you turn in your final marketing plan. Your answer to each question should be at least 400 words.

1. Explain your communication objectives and the communication channels your company will use to influence your target audience.

2. Your company wants a recommendation of an event sponsorship possibility that is appropriate for the new product campaign. What type of event would you recommend, and what objectives would you set for the sponsorship?

3. Discuss two new product ideas that can result from your product, and address the needs of your target segments.

Course Project

It is time to finalize your project. You will need to create the executive summary for your marketing plan. The executive summary is a short synopsis telling a bit about your company, your product and what key points your marketing plan covers, and the resources you will use to accomplish your plan. You may want to look at the marketing plan on page 60 in your textbook for an example. This executive summary will actually be placed at the beginning of your marketing plan.

You will need to take all the revised pieces of your marketing plan and combine them into one document that includes your executive summary.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.
Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Case Studies (8 @ 4%)</td>
<td>= 32%</td>
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<tr>
<td>Unit Assignments (7 @ 7%)</td>
<td>= 49%</td>
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<tr>
<td>Course Project</td>
<td>= 19%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>= 100%</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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<thead>
<tr>
<th>Unit I</th>
<th>Marketing Preparation</th>
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<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
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</table>
| Read: | Chapter 1: Defining Marketing for the 21st Century  
| | Chapter 2: Developing Marketing Strategies and Plans  
| | Chapter 3: Collecting Information and Forecasting Demand  
| | Supplemental Reading:  
| Submit: | Case Study  
| | Assignment |

Notes/Goals:

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<tr>
<th>Unit II</th>
<th>Marketing Research and the Customer Value Proposition</th>
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<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
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| Read: | Chapter 4: Conducting Marketing Research  
| | Chapter 5: Creating Long-term Loyalty Relationships |
| Submit: | Case Study  
| | Assignment |

Notes/Goals:

<table>
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<tr>
<th>Unit III</th>
<th>Analyzing Markets and Identifying Market Segments</th>
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<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
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</tbody>
</table>
| Read: | Chapter 6: Analyzing Consumer Markets  
| | Chapter 7: Analyzing Business Markets  
| | Chapter 8: Identifying Market Segments and Targets |
| Submit: | Case Study  
| | Assignment |

Notes/Goals:
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<td><strong>Review:</strong></td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 9: Creating Brand Equity</td>
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<td>□ Chapter 10: Crafting the Brand Positioning</td>
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<td>□ Chapter 11: Competitive Dynamics</td>
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<td><strong>Submit:</strong></td>
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**Notes/Goals:**

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<th>Unit V</th>
<th>Strategies for Products and Services</th>
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<tr>
<td><strong>Review:</strong></td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 12: Setting Product Strategy</td>
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<td>□ Chapter 13: Designing and Managing Services</td>
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<td>□ Chapter 14: Developing Pricing Strategies and Programs</td>
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**Notes/Goals:**

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<th>Unit VI</th>
<th>Designing and Managing Integrated Marketing Channels, and Managing Retailing, Wholesaling, and Logistics</th>
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<td><strong>Review:</strong></td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 15: Designing and Managing Integrated Marketing Channels</td>
</tr>
<tr>
<td></td>
<td>□ Chapter 16: Managing Retailing, Wholesaling, and Logistics</td>
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**Notes/Goals:**
### MBA 5501, Advanced Marketing

#### Unit VII  
**Integrated Marketing Methods and Tools**

**Review:**  
- Unit Study Guide

**Read:**  
- Chapter 17: Designing and Managing Integrated Marketing Communications
- Chapter 18: Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations
- Chapter 19: Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling
- Chapter 20: Introducing New Market Offerings

**Submit:**  
- Case Study
- Assignment

**Notes/Goals:**

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#### Unit VIII  
**Global Marketing and Future Trends**

**Review:**  
- Unit Study Guide

**Read:**  
- Chapter 21: Tapping Into Global Markets
- Chapter 22: Managing A Holistic Marketing Organization for the Long Run

**Submit:**  
- Case Study
- Course Project

**Notes/Goals:**