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. Suggested Further Readings are listed in the Unit II and VIII study guides to aid students in their course of study. The readings themselves may or may not be provided in the course, but students are encouraged to read the resources listed if the opportunity arises as they have valuable information that expands upon the lesson material. Students will not be tested on their knowledge of the Suggested Further Readings.
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, III, V, and VII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with the Unit I, III, V, and VII Assignments. Specific information about accessing these rubrics is provided below.

6. **Unit Assignments:** Students are required to submit for grading an assignment in Units II, IV, VI, and VIII. These individual assignments will be compiled, which together will comprise a complete marketing plan. Specific information and instructions regarding these assignments 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.

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**CSU Online Library**

There is a virtual library with resources, including both journals and ebooks, to support your program and your course at Columbia Southern University. eResources are accessible 24 hours a day/7 days a week from the CSU Online Library gateway page. To access the library, log into myCSU, and then click on CSU Online Library. Resources are organized in the library by title, but if you click on Research Guides, you will find eResources arranged by subject.

The Library Reference service is available 7 days a week; you can reach CSU’s virtual librarians by e-mailing thevirtuallibrarian@columbiasouthern.edu. These professional librarians will be glad to help you develop your research plan or to assist you in any way in finding relevant, appropriate, and timely information.

Librarian responses may occur within minutes or hours, but it will never take more than 24 hours for a librarian to send a response to the e-mail address you have provided. Replies to reference requests may include customized keyword search strategies, links to videos, research guides, screen captures, attachments, a phone call, live screen sharing, meeting room appointments, and other forms of instruction.

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**Case Studies**

**Unit I Case Study**

Case studies are an important learning strategy in business classes as they provide an opportunity for you to analyze real-life events that have occurred in business and industry. You will examine situations that managers have dealt with in a variety of situations, applying theoretical concepts from the textbook and researching supplemental information that will aid you in responding to the questions. Typically, this will chart the way for a managerial response involving changing the business or corporate strategy.

Deliverable for each case study: Respond to each of the questions following the case studies in the book using both theory as well as practical managerial thinking. Support should include not only the textbook but supplemental sources as well. The use of correctly formatted in-text citations and a minimum of three sources that are no more than five years old are required (one of which may be your textbook). Locate the reference page at the end of your case study analysis. Length should be minimally 400 words.

**Case Study Options for Unit I**

Evaluate Cisco on page 57 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Nike on page 29 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Microsoft on page 93 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.
OR

Evaluate Walmart on page 94 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit III Case Study**

Deliverable for each case study: Respond to each of the questions following your chosen case study in the book using both theory as well as practical managerial thinking. Support should include not only the textbook but supplemental sources as well. The use of correctly formatted in-text citations and a minimum of three sources that are no more than five years old are required (one of which may be your textbook). Locate the reference page at the end of your case study analysis. Length should be minimally 400 words.

**Case Study Options for Unit III**

Evaluate Disney on page 178 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate IKEA on page 179 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Accenture on page 208 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate GE on page 210 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit V Case Study**

Deliverable for each case study: Respond to each of the questions following your chosen case study in the book using both theory as well as practical managerial thinking. Support should include not only the textbook but supplemental sources as well. The use of correctly formatted in-text citations and a minimum of three sources that are no more than five years old are required (one of which may be your textbook). Locate the reference page at the end of your case study analysis. Length should be minimally 400 words.

**Case Study Options for Unit V**

Evaluate Ritz Carlton on page 379 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate MAYO Clinic on page 380 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.
OR

Evaluate eBay on page 411 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Southwest Airlines on page 412 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VII Case Study

Deliverable for each case study: Respond to each of the questions following your chosen case study in the book using both theory as well as practical managerial thinking. Support should include not only the textbook but supplemental sources as well. The use of correctly formatted in-text citations and a minimum of three sources that are no more than five years old are required (one of which may be your textbook). Locate the reference page at the end of your case study analysis. Length should be minimally 400 words.

Unit VII Case Study

Evaluate Gillette on page 532 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Red Bull on page 498 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Target on page 499 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

OR

Evaluate Research in Motion on page 592 of the textbook. Respond to each of the questions using theory as well as practical managerial thought with a minimum of 400 words. In order to support your academic writing, remember to use correctly formatted in-text citations within your responses and a minimum of three sources included on the reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit Assignments

Marketing Plan

Throughout this course you will compile a comprehensive marketing plan using one of the product scenarios below (note you will use the same scenario throughout the course). Submissions will be completed in units II, IV, VI, and VIII which together will comprise a full marketing plan. The general overview is as follows:
Unit II: Company Overview & Market Research
- Overview of Company
- Market Research Strategies
- Analyzing Macro-environment-PEST Analysis

Unit IV: Situation Analysis
- Segmentation & Target Market Analysis
- Competitive Analysis
- SWOT Analysis

Unit VI: Marketing Strategy
- Product Strategies
- Place Strategies
- Pricing Strategies
- Promotional Strategies

Unit VIII: Global & Financial/Control
- Global Opportunities
- Financial Analysis
- Measurement/Control

Scenarios to choose from (remember that you will select one and use it for all four submissions):

1. 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 subsequently branch into other canine accessories by the end of this year.

2. Twilight, a start-up company, has contemplated an opportunity with the Baby Boomer generation entering the retirement stage of their lives. As this generation has paved the way for many new businesses over the years, Twilight believes there is yet another opportunity to serve this generation. The service would be a consulting service providing information for active seniors, 55-plus, partial assistance, and full care. This service would involve not only housing but also a host of information related to enjoying this period of their lives. Twilight would like to build a profitable business model that is able to serve these customers.

3. IT Today is a start-up company that is interested in providing technological assistance to the average consumer that is interested in all the newest technological gadgets (smartphone, tablet, laptops, printers) but does not necessarily have the time or background to maintain their operation. IT Today would like to provide 24/7 technological assistance as well as assistance in networking. The company goal is to put together this business with the end result of a profitable business model.

4. Athletics Supreme is a company that has been in business about 10 years selling a variety of athletic equipment. They have observed the growing interest in sportswear and would like to expand their product offering to include a line of sportswear and possibly other related lines. Their goal is to provide their customers with “one-stop” shopping opportunities, maintain their brand identity, and still maintain a profit.

5. Arimount is a well-known beauty and grooming company that has been in the industry for about 20 years. They would like 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 five days—even after showering. The company is interested in increasing their overall market share with the introduction of this innovative product.

6. Travel Today, a well-known travel agency that has been serving customers for 25 years, has experienced a slowdown of business over the last five years. They are of the belief that the internet has enabled customers to plan and book their own vacations. Their business development department has begun researching possible alternative new product/service offerings with the idea of re-capturing some of their lost customers.

Unit II Scholarly Activity

Unit II Marketing Plan Assignment-Company Overview and Market Research
- Overview of Company
- Market Research Strategies
- Analyzing Macro-environment-PEST Analysis

This section of the marketing plan will include an introduction of the company you have selected, allowing the reader to understand the company, product/service, and any other pertinent details. Marketing plans are compiled by companies that have incorporated a solid marketing research strategy in order to better understand the industry, competition, and...
customer. Explain the research strategies that will be used by your company. Finally, analyze the macro environment using a PEST analysis. This will lead to a better understanding of how changes in the political/legal, economic, socio-cultural, and technological environment will affect your company.

Deliverable: The format of this professional Marketing Plan is essay format with subheadings using Microsoft Word. As this assignment is a comprehensive plan, additional research and support should be included using a minimum of 3 sources correctly formatted to APA standards on the Reference page. In-text citations should also be used. The length for each assignment submission is minimally 3 pages long double-spaced plus title page and reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit IV Scholarly Activity

Unit IV Marketing Plan Assignment-Situation Analysis

- Segmentation & Target Market Analysis
- Competitive Analysis
- SWOT Analysis

This section will begin with an application of segmentation of the market of your selected company. Think about behavioral, psychographic, demographic, and geographic criteria that might help you in segmenting the market. Once you have completed the segmentation, identify the target market that your company will focus on including your rationale. It’s important for the marketing manager to understand the competitive environment within the industry in which they operate. Compile a detailed competitive analysis looking at the top 3 or 4 competitors and differentiating each against your company. Finally, assemble and thoroughly explain a SWOT Analysis with a minimum of three elements under each area.

Deliverable: The format of this professional Marketing Plan is essay format with subheadings using Microsoft Word. As this assignment is a comprehensive plan, additional research and support should be included using a minimum of three sources correctly formatted to APA standards on the reference page. In-text citations should also be used. The length for each assignment submission is minimally three pages long, double-spaced, plus title page and reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VI Scholarly Activity

Unit VI Marketing Plan Assignment-Marketing Strategy

- Product Strategies
- Place Strategies
- Pricing Strategies
- Promotional Strategies

This section of the Marketing Plan will assess the marketing strategies or the controllables to include the entire marketing mix (4 P’s). Think about the most effective strategies to use with an eye on the target market. Include your rationale and research to support your position. Additionally, you will include a discussion of whether the company has a competitive advantage (or is better than its competitors) with respect to each area. Note that you will discuss competitive advantage four times and should be discussing each area separately.

Product Strategies
Explain the product characteristics including the product and/or service qualities, warranties, service contracts, packaging, and branding opportunities. Include rationale.

Discuss whether the company has a competitive advantage with respect to product.

Place Strategies
Explain the entire channel of distribution from the manufacturer to the consumer. Think about how the channel aligns with the overall logistics and the location of the physical facility. Include rationale.

Discuss whether the company has a competitive advantage with respect to place.
Pricing Strategies
Explain the pricing strategies and tactics to be used by your company. Research the various combinations of strategies that could be used by the company at different times. Include rationale.

Discuss whether the company has a competitive advantage with respect to pricing.

Promotional Strategies
Explain the promotional mix to be used, thinking about personal selling, advertising, sales promotion, internet marketing, and publicity. Think about promotional mediums as well. Include rationale.

Discuss whether the company has a competitive advantage with respect to promotion.

Deliverable: The format of this professional Marketing Plan is essay format with subheadings using Microsoft Word. As this assignment is a comprehensive plan, additional research and support should be included using a minimum of three sources correctly formatted to APA standards on the reference page. In-text citations should also be used. As the marketing strategy is one of the most important areas of the marketing plan; the required word count is minimally four pages long, double-spaced (plus title page and reference page), allowing for you to adequately discuss all four areas of the marketing mix.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VIII Scholarly Activity

Unit VIII Marketing Plan Assignment-Global and Financials/Control

- Global Opportunities
- Financial Analysis
- Measurement/Control

This section of the marketing plan will review potential global opportunities including the how, when, and where to take advantage of these opportunities. The financial analysis will discuss budgeting considerations, projected sales/profit patterns, and a break-even analysis. Finally, measurement/control should identify how you will measure the success of your marketing plan and marketing program. The key here is to include “measurable” goals.

Deliverable: The format of this professional Marketing Plan is essay format subheadings using Microsoft Word. As this assignment is a comprehensive plan, additional research and support should be included using a minimum of three sources correctly formatted to APA standards on the Reference page. In-text citations should also be used. The length for each assignment submission is minimally three pages long, double-spaced, plus title page and reference page.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

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. Students can find CSU’s Citation Guide in the myCSU Student Portal by clicking on the “Citation Resources” link in the “Learning Resources” area of the myCSU Student Portal. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

Blackboard Grading Rubrics

Assignment Rubrics

One or more assignments in this course utilizes a Blackboard Grading Rubric. A rubric is a tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of an assignment. Your professor will use the Blackboard Grading Rubric to assign points and provide feedback for the assignment.

You are encouraged to view the assignment rubric before submitting your work. This will allow you to review the evaluation criteria as you prepare your assignments. You may access the rubric in “My Grades” through the “Tools” button.
in your course menu. Click the “View Rubric” link to see the evaluation criteria for the assignment. Upon receiving your assignment grade, you may view your grade breakdown and feedback in the rubric.

CSU Grading Rubrics for Papers/Projects and Assessments

The Learning Resource area of the myCSU Student Portal provides the rubrics, and information on how to use them, for written response questions in Unit Assessments, and Research Papers/Projects.

The course writing assignments will be graded based on the CSU Grading Rubric for all types of writing assignments, unless otherwise specified within assignment instructions. 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 rubrics, click the Academic Policies link on the Course Menu, or access it through 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

<table>
<thead>
<tr>
<th>Case Studies (4 @ 9%)</th>
<th>= 36%</th>
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<tbody>
<tr>
<td>Scholarly Activities (4 @ 16%)</td>
<td>= 64%</td>
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<tr>
<td>Total</td>
<td>= 100%</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.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<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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<tr>
<td>Read:</td>
<td>☐ Chapter 1: Defining Marketing for the 21st Century</td>
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<tr>
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<td>☐ Chapter 2: Developing Marketing Strategies and Plans</td>
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<td>☐ Chapter 3: Collecting Information and Forecasting Demand</td>
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<td></td>
<td>☐ Supplemental Reading: See Study Guide</td>
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<tr>
<td>Submit:</td>
<td>☐ Case Study</td>
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<td>Notes/Goals:</td>
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<tr>
<th>Unit II</th>
<th>Marketing Research and the Customer Value Proposition</th>
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<tr>
<td>Review:</td>
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<tr>
<td>Read:</td>
<td>☐ Chapter 4: Conducting Marketing Research</td>
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<td></td>
<td>☐ Suggested Further Reading: See Study Guide</td>
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<tr>
<th>Unit III</th>
<th>Analyzing Markets and Identifying Market Segments</th>
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<tr>
<td>Review:</td>
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<tr>
<td>Read:</td>
<td>☐ Chapter 6: Analyzing Consumer Markets</td>
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<td>☐ Chapter 7: Analyzing Business Markets</td>
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<td>☐ Chapter 8: Identifying Market Segments and Targets</td>
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<td>Unit IV</td>
<td>Brand Equity and Positioning</td>
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<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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</table>
| **Read:** | □ Chapter 9: Creating Brand Equity  
□ Chapter 10: Crafting the Brand Positioning  
□ Chapter 11: Competitive Dynamics |
| **Submit:** | □ Scholarly Activity |

**Notes/Goals:**

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

**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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</table>
| **Read:** | □ Chapter 15: Designing and Managing Integrated Marketing Channels  
□ Chapter 16: Managing Retailing, Wholesaling, and Logistics |
| **Submit:** | □ Scholarly Activity |

**Notes/Goals:**
# MBA 5501, Advanced Marketing

## Course Schedule

### 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

### Notes/Goals:

### Unit VIII: Global Marketing and Future Trends

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 21: Tapping Into Global Markets
- [ ] Suggested Further Reading: See Study Guide

**Submit:**
- [ ] Scholarly Activity

### Notes/Goals: