

Course Learning Objectives (CLO):

(CLO 1): Evaluate the evolution of marketing principles.

(CLO 2): Apply the basic marketing concepts to real life scenarios.

(CLO 3): Understand the role of marketing in terms of promotion, supply chain management, pricing, retailing, personal selling, digital marketing, customer relationship management, and branding.

(CLO 4): Build personal marketing skill with the knowledge of strategic planning, consumer behavior, marketing research, product development and segmentation.

(CLO 5): Assess the efficiency of marketing function within a business from managers' perspective.

(CLO 6): Integrate marketing tools and techniques to analysis a real world business.

| CLO (s) | Module | Objectives for Module | Activities/Assignments | Assessments | Dates |
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| | Module 0 | Review Course Materials: 1. Review course materials. 2. Identify course and institutional policies, learning activities, and assessments. 3. Use learning management tools to interact with peers and acquire skills necessary for success in course. 4. Practice skills necessary for success in course. | Review Module 0 Download Syllabus and Course Map Review Project Instruction Review Assigned Group Take Syllabus Quiz | Student Acceptance of Rights and Responsibilities Syllabus Quiz (Due August 17) | August 15 |
| (CLO 1, CLO 2, CLO 4 & CLO 6) | Module 1 | Chapter 1 -- (CLO 1 & CLO 2) 1. Differentiate among the various eras in the history of marketing. 2. Distinguish between consumer needs and consumer wants. 3. Explain the four elements in the marketing mix. Chapter 2 -- (CLO 1, CLO 2, CLO 4 & CLO 6) 1. Analyze the characteristics of an effective mission statement. 2. Outline the five main components of the marketing plan. 3. Explain three tools and techniques for the situation analysis: market summary, SWOT analysis, and competition analysis. 4. Explain the basic tools and techniques of marketing strategy: segmentation, strategic direction, and the marketing mix. | Chapter 1: Review Syllabus Read Chapter 1 Watch Chapter Video Review Chapter Slides Participate the first discussion Chapter 2: Read Chapter 2 Read Appendix 2A-Sample Marketing Plan Watch Chapter Videos Review Chapter Slides Take Quiz 1 Participate the second discussion Prepare for Group Project | Discussion 1 (Due August 22) Quiz 1: (Due August 31) Discussion 2: (Due September 2) | August 15 to August 31 |
| (CLO 1, CLO 2, CLO 4 & CLO 6) | Module 2 | Chapter 4 -- (CLO 1, CLO 2, CLO 4 & CLO 6) 1. Explain consumer decision-making processes. 2. Describe the cultural and social influences on consumer behavior. | Chapter 4: Read Chapter 4 Watch Chapter Video | Discussion 3: (Due September 9) | (September 3-- Labor Day Holiday) |

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| CLO 6) | | <p>3. Describe the psychological processes that influence consumer behavior. 4. Summarize how situational factors influence consumer decisions. 5. Discuss the different types of B2B customers.</p> <hr/> <p>Chapter 5 -- (CLO 1, CLO 2 & CLO 4) 1. Describe the various types of marketing information systems and the sources of their information. 2. Describe the five-step marketing research process, including types of data produced and research methods used. 3. Describe the latest trends in marketing research, including the use of social media for research, mobile marketing research, and neuromarketing techniques.</p> <hr/> <p>Chapter 6 -- (CLO 1, CLO 2 & CLO 4) 1. Describe the various stages of new-product development. 2. Discuss the major risks in new-product development and how to reduce those risks. 3. Describe the stages and aspects of the product life cycle and how they affect the marketing mix.</p> <hr/> <p>Chapter 7 -- (CLO 1, CLO 2, CLO 4 & CLO 6) 1. Explain the importance of and criteria for effective market segmentation. 2. Describe the bases for segmenting both B2C and B2B markets. 3. Describe the factors and analytics involved in selecting target markets.</p> | <p>Review Chapter Slides</p> <hr/> <p>Participate the third discussion Prepare for Group Project</p> <hr/> <p>Chapter 5: Read Chapter 5 Watch Chapter Videos Review Chapter Slides</p> <hr/> <p>Take Quiz 2</p> <hr/> <p>Chapter 6: Read Chapter 6 Watch Chapter Video Review Chapter Slides</p> <hr/> <p>Participate the fourth discussion Prepare for Group Project</p> <hr/> <p>Chapter 7: Read Chapter 7 Watch Chapter Video Review Chapter Slides</p> <hr/> <p>Take Quiz 3</p> | <p>Quiz 2: (Due September 14)</p> <p>Discussion 4: (Due September 23)</p> <p>Quiz 3: (Due September 28)</p> | <p>September 4 to September 28</p> |
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| (CLO 1, CLO 2, CLO 3, CLO 5 & CLO 6) | Module 3 | <p>Chapter 8 -- (CLO 1, CLO 2, CLO 3, CLO 5 & CLO 6) 1. Describe the elements of the promotion mix and how they relate to an integrated marketing communications strategy. 2. Compare the advantages and disadvantages of different types of advertising. 3. Summarize the various types of sales promotion.</p> <hr/> <p>Chapter 9 -- (CLO 1, CLO 2, CLO 3 & CLO 5) 1. Describe the flows within a supply chain. 2. Summarize the importance of supply chain orientation and supply chain management to organizations. 3. Describe the push, pull, and hybrid supply-chain strategies and their relationship to a company's competitive strategies. 4. Describe how the primary logistics functions support a firm's supply chain strategy.</p> <hr/> <p>Chapter 10 -- (CLO 1, CLO 2, CLO 3 & CLO 5)</p> | <p>Chapter 8: Read Chapter 8 Watch Chapter Video Review Chapter Slides</p> <hr/> <p>Participate the fifth discussion Prepare for Group Project</p> <hr/> <p>Chapter 9: Read Chapter 9 Watch Chapter Video Review Chapter Slides</p> <hr/> <p>Take Quiz 4</p> <hr/> <p>Chapter 10: Read Chapter 10</p> | <p>Discussion 5: (Due October 7)</p> <p>Quiz 4: (Due October 12)</p> <p>Discussion 6: (Due October 21)</p> <p>Quiz 5: (Due October 26)</p> | <p>October 1 to November 9</p> |

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| | | <ol style="list-style-type: none"> 1. Outline the objectives, steps, and decisions involved in setting a price. 2. Compare the pricing tactics marketers can use. 3. Explain the major legal and ethical issues associated with pricing. | Watch Chapter Video Review Chapter Slides | Quiz 6: (Due November 9) | |
| | | Chapter 11 -- (CLO 1, CLO 2, CLO 3 & CLO 5) <ol style="list-style-type: none"> 1. Discuss the importance of retailing and the role of retail in marketing channels. 2. Explain the four ways in which marketers classify retailers. 3. Describe the major types of physical-store retailers. 4. Describe the major types of non-store retailing. | Participate the sixth discussion Prepare for Group Project | | |
| | | Chapter 12 -- (CLO 1, CLO 2, CLO 3 & CLO 5) <ol style="list-style-type: none"> 1. Explain the steps in the personal selling process. 2. Describe the key elements for sales success. 3. Describe the impact of social network platforms and digital technology on professional selling. | Chapter 11: Read Chapter 11 Watch Chapter Video Review Chapter Slides | | |
| | | Chapter 13 -- (CLO 1, CLO 2, CLO 3, CLO 5 & CLO 6) <ol style="list-style-type: none"> 1. Describe the phases involved in developing a website. 2. Explain how search marketing contributes to digital marketing strategy. 3. Analyse the role of social media in modern marketing. 4. Explain the importance of content creation and management in driving digital marketing strategies. | Take Quiz 5 Chapter 12: Read Chapter 12 Watch Chapter Video Review Chapter Slides | | |
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| <i>(CLO 1, CLO 2, CLO 3 & CLO 5)</i> | Module 4 | Chapter 14 -- (CLO 1, CLO 2, CLO 3 & CLO 5) <ol style="list-style-type: none"> 1. Describe methods companies use to develop good customer relationships. 2. Discuss how companies can improve relationships with B2B and B2C customers. 3. Describe how customer relationship management uses customer information to improve relations between businesses and customers. | Chapter 14: Read Chapter 14 Watch Chapter Video Review Chapter Slides | Project Report Due (Due November 18) | (November 19 to 23-- Thanksgiving Holiday) |
| | | Chapter 15 -- (CLO 1, CLO 2, CLO 3 & CLO 5) <ol style="list-style-type: none"> 1. Explain the importance of building a successful brand. 2. Compare some common strategies for developing brands. 3. Summarize the impact of packaging on brand building. 4. Summarize the impact of social media on brand management. | Chapter 15: Read Chapter 15 Watch Chapter Video Review Chapter Slides | | |
| | | | Submit Project Report | Quiz 7: (Due November 30) | November 12 to November 30 |
| | | | Take Quiz 7 | | |
| | Final Week | | Review all chapters Take Final Comprehensive Exam | Final Exam | December 3 |