

### Course Blueprint

#### Learning Outcomes (LO):

Upon successful completion of this course, you will be able to:

- LO1: Distinguish appropriate marketing strategies and tactics given the SWOTs that exist for a firm.  
 LO2: Assess internal strengths and weaknesses and external opportunities and threats (SWOTs) that emerge from a situation analysis.  
 LO3: Select and evaluate managerial accounting and finance tools that are appropriate in marketing management.

Week	Weekly Learning Objectives (WLO)	Required Readings	Supplemental Materials	Activities
1	<p>WLO1: Identify the key attributes of marketing and its purpose in business and society. (LO1, 2)</p> <p>WLO2: Analyze Strategic Planning from the value proposition to portfolio planning. (LO1, 2)</p>	<p>Course Reading: <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 1: What is Marketing? (WLO1)</li> <li>Chapter 2: Strategic Planning (WLO2)</li> </ul> <p>Syllabus, Part 1 Syllabus, Part 2</p>	<p>This Is Marketing by Seth Godin  <a href="https://www.youtube.com/watch?v=BP_K_gzeH_yk">https://www.youtube.com/watch?v=BP_K_gzeH_yk</a> (WLO1)</p> <p>Marketing Strategy  <a href="https://search-proquest-com.proxy.dav.enport.edu/docview/918507018?acco-unid=40195">https://search-proquest-com.proxy.dav.enport.edu/docview/918507018?acco-unid=40195</a> (WLO2)</p>	<p>Current Article Analysis Discussion Board (WLO1, 2)</p> <p>Situation Analysis Video Assignment (WLO1, 2)</p>
2	<p>WLO1: Discover the factors that influence consumers' buying behavior and decision making. (LO2)</p> <p>WLO2: Compare targeted marketing versus mass marketing and how to select appropriate target-market strategies. (LO1)</p> <p>WLO3: Identify factors that affect a firm's pricing objectives, decisions and strategies. (LO3)</p>	<p>Course Reading: <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 3: Consumer Behavior (WLO1)</li> <li>Chapter 5: Market Segmentation, Targeting, and Positioning (WLO2)</li> <li>Chapter 15: Price, The Only Revenue Generator (WLO3)</li> </ul> <p>Financial Ratios for MKTG 610  <a href="https://docs.google.com/document/d/1LMNkMz6m16ZKAAmt6S8KhdTep1Jz7qlgpAv0DQa6CX8/edit">https://docs.google.com/document/d/1LMNkMz6m16ZKAAmt6S8KhdTep1Jz7qlgpAv0DQa6CX8/edit</a> (WLO3)</p> <p>The Great Big List of Infographic Ideas  <a href="http://www.infobrandz.com/great-big-list-of-infographic-ideas/">http://www.infobrandz.com/great-big-list-of-infographic-ideas/</a> (WLO 1)</p>	<p>A robust optimization approach to allocation of marketing budgets            1. <a href="https://search-proquest-com.proxy.dav.enport.edu/docview/964087861?acco-unid=40195">https://search-proquest-com.proxy.dav.enport.edu/docview/964087861?acco-unid=40195</a> (WLO3)</p> <p>Why Most Product Launches Fail  <a href="https://www.cleverism.com/why-most-product-launches-fail/">https://www.cleverism.com/why-most-product-launches-fail/</a> (WLO2)</p>	<p>Discussion/Participation (WLO 1)</p> <p>Financial Infographic Assignment (WLO2, 3)</p>
3	<p>WLO1: Examine the new offering development process and the objectives and strategies necessary as a product moves through each stage of the product life cycle. (LO1, 2)</p> <p>WLO2: Identify how integrated marketing communication strategies are used to reach different audiences. (LO1, 2)</p>	<p>Course Reading: <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 7: Developing and Managing Offerings (WLO1)</li> <li>Chapter 11: Integrated Marketing Communications and The Changing Media Landscape (WLO2)</li> </ul>	<p>Developing Your Brand Voice  <a href="https://www.stukent.com/expert-essays/developing-your-brand-voice/">https://www.stukent.com/expert-essays/developing-your-brand-voice/</a> (WLO1, 2)</p>	<p>Discussion/Participation (WLO 2)</p> <p>Inbound Marketing Certificate &amp; Analysis (Individual) (WLO 1,2)</p>
4	<p>WLO1: Compare PR relationship tools and social media strategies, and identify how companies use them to their advantage. (LO1, 2)</p> <p>WLO2: Assess professional selling, selling strategies and metrics, ethics in sales and the types of selling strategies needed to achieve the desired customer relationship. (LO1, 2)</p>	<p>Course Reading: <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 12: Public Relations, Social Media, and Sponsorships (WLO1)</li> <li>Chapter 13: Professional Selling (WLO2)</li> </ul>	<p>How Actor Raïne Wilson Uses Social Media  <a href="https://www.youtube.com/watch?v=HGfZASX0M">https://www.youtube.com/watch?v=HGfZASX0M</a> (WLO1)</p> <p>Social Media Marketing Explained in 11 Minutes  <a href="https://www.youtube.com/watch?v=0rSWdWZGQJ4">https://www.youtube.com/watch?v=0rSWdWZGQJ4</a> (WLO1)</p>	<p>Social Media INDIVIDUAL-Analysis Assignment (WLO1)</p> <p>Current Article Analysis Discussion Board (WLO1, 2)</p> <p>Strategic Marketing Project: Social Media Team Discussion Board (WLO 2)</p> <p>Strategic Marketing Plan: Part 1 (WLO1, 2)</p>
5	<p>WLO1: Analyze Marketing channels, functions performed by channel partners and channel dynamics utilized to create value for customers (LO1, 3)</p> <p>WLO2: Examine supply chain management factors (sourcing, procurement, demand planning, inventory control, warehousing and transportation) utilized to create value for customers. (LO1, 2)</p>	<p>Course Reading: <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 8: Using Marketing Channels to Create Value for Customers (WLO1)</li> <li>Chapter 9: Using Supply Chains to Create Value for Customers (WLO2)</li> </ul>	<p>Blockchain will be the killer app for supply chain management in 2018   Computerworld  <a href="https://www.youtube.com/watch?v=8JjJy0y6Ais">https://www.youtube.com/watch?v=8JjJy0y6Ais</a> (WLO2)</p> <p>Financial Ratios for MKTG 610</p>	<p>Strategic Marketing Project: Social Media Team Discussion Board (WLO 2)</p> <p>Strategic Marketing Plan: Part 1 (WLO1, 2)</p>

	<p>WLO1: Identify factors that influence customer communities, loyalty, and satisfaction. (LO1, 2)                  WLO2: Construct, analyze and evaluate a marketing plan. (LO1, 2, 3)</p>	<p>Course Reading:  <i>Principles of Marketing</i></p> <ul style="list-style-type: none"> <li>Chapter 14: Customer Satisfaction, Loyalty, and Empowerment (WLO1)</li> <li>Chapter 16: The Marketing Plan (WLO2)</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://docs.google.com/document/d/1LMNKMZ6mNBZKAAMT8SKhdFTeP1Jz7qlgpAvDQa6CX8/edit">https://docs.google.com/document/d/1LMNKMZ6mNBZKAAMT8SKhdFTeP1Jz7qlgpAvDQa6CX8/edit</a> (WLO1)</li> </ul> <p>Time to take control? How to manage your own marketing resource allocation</p> <ul style="list-style-type: none"> <li><a href="https://search-proquest.com.proxy.dav.emporiedu/docview/1639351588?accountid=40195">https://search-proquest.com.proxy.dav.emporiedu/docview/1639351588?accountid=40195</a> (WLO1, 2)</li> </ul> <p>Financial Ratios for MKTG 610</p> <ul style="list-style-type: none"> <li><a href="https://docs.google.com/document/d/1LMNKMZ6mNBZKAAMT8SKhdFTeP1Jz7qlgpAvDQa6CX8/edit">https://docs.google.com/document/d/1LMNKMZ6mNBZKAAMT8SKhdFTeP1Jz7qlgpAvDQa6CX8/edit</a> (WLO2)</li> </ul>	<p>Instagram DQ/Participation (WLO1)</p> <p>Strategic Marketing Project: Strategic Marketing Plan: Part 2 (WLO1, 2)</p>
<p>6</p>	<p>WLO1: Defend, review and summarize key marketing strategy concepts. (LO1, 2, 3)</p>		<p>Tips On Presenting A Strategic Marketing Plan</p> <ul style="list-style-type: none"> <li><a href="https://smallbusiness.chron.com/tips-presenting-strategic-marketing-plan-66135.html">https://smallbusiness.chron.com/tips-presenting-strategic-marketing-plan-66135.html</a> (WLO1)</li> </ul> <p>Advice That Changed My Life by Seth Godin &amp; Bryan Elliott</p> <ul style="list-style-type: none"> <li><a href="https://www.youtube.com/watch?time_continue=526&amp;v=Y0-hnbbk_lc">https://www.youtube.com/watch?time_continue=526&amp;v=Y0-hnbbk_lc</a> (WLO1)</li> </ul> <p>The Effect of Strategic Marketing Planning Behaviour on the Performance of Small- to Medium-Sized Firms</p> <ul style="list-style-type: none"> <li><a href="https://search-proquest.com.proxy.dav.emporiedu/docview/925800606?accountid=40195">https://search-proquest.com.proxy.dav.emporiedu/docview/925800606?accountid=40195</a> (WLO1)</li> </ul>	<p>Strategic Marketing Project: Presentation (WLO 1)</p> <p>Team Evaluation (WLO 1)</p>
<p>7</p>				