



MARKETING COURSE MAP



FOCUS EDUCATION

Course Overview

Course Overview	
Course Code	BSM 300: Marketing
Course Overview	<p>In this course, students master the basic principles and practices of modern marketing. The course offers a broad overview of the nature and fundamentals of marketing activity. It provides an introduction to managing the marketing activities of an organization, including marketing information systems and research, the marketing organizational system, and the marketing planning and control system. Topics include: analysis of the firm’s global marketing environment; market research; customer and client analysis; target marketing and segmentation; product and service planning; pricing; communications; advertising and sales promotion; distribution management; and the development of marketing and sales strategies and plans. The use of marketing concepts and tools by nonprofit organizations is discussed.</p>
(Course Level) Objectives	<p>Upon completion of this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Define what marketing is and understand how it functions in an organization in today's global environment 2. Understand the 4P’s of marketing and variations on that model 3. Conduct a SWOT analysis to profile internal controllable strengths and weaknesses and to identify external uncontrollable opportunities and threats for an organization 4. Complete a basic competitive profile and use its conclusions to support a marketing strategic plan 5. Conduct marketing research through various means to support a marketing plan 6. Understand the psychological factors that influence customer behavior and why they are important in the marketing process 7. Use case study reviews to support an understanding of marketing principles in real-world situations 8. Discuss the impact of technology on the marketing function 9. Prepare a basic marketing plan

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Textbook(s)	Tanner, J. F. & Raymond, M. A. (2019). <i>Principles of Marketing</i> (Version 4.0). Nyack, NY: Flat World Knowledge. ISBN-13: 9781453391945 ISBN-10: 1453391940
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Assessment Alignment Summary

* This signifies the (Course Level) Outcome to which the Assessment maps.

Module	Summative Assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8	CO 9
1	Introduction Discussion (Non-graded)	-	-	-	-	-	-	-	-	-
	Discussion 1: Marketing: Definition	*								
	Discussion 2: Product/Service: Definition		*							
	Assignment 1: Google File Sharing Exercise (Non-graded)	-	-	-	-	-	-	-	-	-
	Assignment 2: Setting-up ZOOM.us account (Non-graded)	-	-	-	-	-	-	-	-	-
	Project: Review of Details and Guidelines (Non-graded)	*	*	*	*	*	*	*	*	*
	Quiz 1	*	*							
2	Discussion 3: Effect of Pricing on Product/Service		*			*				
	Discussion 4: Products/Services: Channels of Distribution		*			*				
	Discussion 5: Products/Services: Effective Media		*			*				
	Assignment 3: Factors for Making Price Decisions		*			*				
	Quiz 2		*			*				
3	Discussion 6: Creating a Marketing Plan: Challenges		*							*

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	Discussion 7: Contribution of SWOT		*							*
	Project: Marketing Plan: Product/Service Selection (Non-graded)	*	*	*	*	*	*	*	*	*
	Quiz 3		*							*
4	Discussion 8: Segmenting a Market						*			
	Discussion 9: B2B versus B2C						*			
	Assignment 4: Brain Color						*			
	Quiz 4						*			
5	Discussion 10: Marketing Research					*				
	Discussion 11: Social Media and Integrated Marketing Communications								*	
	Assignment 5: Case Study: Keaty Realty							*		
	Project: Marketing Plan: Submission of draft TOC (Non-graded)	*	*	*	*	*	*	*	*	*
	Quiz 5					*		*	*	*
6	Discussion 12: Marketing Function and Customer Relations					*			*	
	Assignment 6: Case Study: Ravena					*			*	
7	Discussion 13: Marketing and Sales	*						*		
	Assignment 7: Case Study: Reagan Technologies	*						*		
	Project: Marketing Plan: Submission of Submission of Rough Draft (Non-graded)	*	*	*	*	*	*	*	*	*
8	Discussion 14: Final Thoughts	*	*	*	*	*	*	*	*	*
	Discussion 15: Individual	*	*	*	*	*	*	*	*	*

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Project: Link Upload(Non-graded)										
Assignment 8: Marketing Plan: Review	*	*	*	*	*	*	*	*	*	*
Project: Marketing Plan: Submission of Final Draft	*	*	*	*	*	*	*	*	*	*
Final Exam	*	*	*	*	*	*	*	*	*	*

Grade Weights Table

Assignment Category	Individual Points	Total Points	Percent
Discussions (14)	20	280	28
Quizzes (5)	30	150	15
Graded Assignments (6)	45	270	27
Project (1)	150	150	15
Exams (1)	150	150	15
Total			100%

Assignment Expectations

Discussions

- There is an Introduction Discussion and **fourteen (14)** Module Discussions in the course.
- In order to earn maximum points for each discussion topic, you must submit an initial post and then respond to at least two (2) postings by other students with substantive comments.
- You must first post your answer(s) before you can see the other students' posts. Submit your initial post(s) early in the week.

Initial Posts

- Initial posts must be at least 250 words in length or approximately 1 to 2 paragraphs.
- Your post must be in response to prompts and/or questions posed each week.
- Be sure to answer all the questions within each discussion forum.

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- Posts require thoughtful responses and discourse that connect to the course material.
- Reference scholarly or peer-reviewed sources to support your discussion points, as appropriate (*using proper APA 6th edition citation methods*).
- Initial post is due by Thursday 11:59 p.m. EST.

Response Posts

- Responses can be 75 to 100 words in length, or approximately 1 paragraph.
- Reply to at least two different classmates outside of your own initial post thread.
- Demonstrate more depth and thought than simply stating “I agree” or “you are wrong.”
- Respond to your peers with course content, examples, and/or personal/professional experiences.
- Response posts due by Saturday 11:59 p.m. EST.

How You Will Be Graded for Module Discussions

DISCUSSION BOARD RUBRIC				
Category	Excelling	Proficient	Developing	Entry
Points	4	3	2	1
Relevance of Posts	Expresses opinions and ideas in a clear and concise manner with obvious connection to topic. Prompts further discussion of topic.	Opinions and ideas are stated clearly with occasional lack of connection to topic. Frequently posts topics that are related to discussion content	Unclear connection to topic evidenced by minimal expression of opinions or ideas. Occasionally posts off topic; most posts are short in length and offer no further insight into the topic.	Posts topics that do not relate to the discussion content; makes short or irrelevant remarks.
Contribution to The Learning Community	Aware of needs of community; frequently attempts to motivate the group discussion; presents creative approaches to topic.	Frequently attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely.	Occasionally makes meaningful reflection on group's efforts; marginal effort to become involved with group.	Makes no effort to participate in learning community as it develops; seems indifferent.
Promptness and Initiative	Consistently responds to postings in less than 24 hours; demonstrates good self-initiative.	Responds to most postings within a 24-hour period; requires occasional prompting to post.	Responds to most postings several days after initial discussion; limited initiative.	Does not respond to most postings; rarely participates freely.

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Delivery of the Post	Consistently uses grammatically correct posts with rare misspellings.	Few grammatical or spelling errors are noted in posts.	Errors in spelling and grammar in many posts.	Does not express opinions or ideas clearly; no connection to topic. Uses poor spelling and grammar in most posts; posts appear "hasty."
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Graded Assignments

- There are six (6) graded assignments in the course, each worth 45 points, adding to 270 points (27% of your final grade).
- The assignments are due by 11:59 p.m. EST, Sundays of the assigned module weeks, (except for Module 8, where it is due Saturday 11:59 p.m. EST) in the **Coursework area**.
- It is imperative that you strictly adhere to **APA formatting** and **citations**, including but not limited to:
 - Cover Page
 - Running Head
 - Abstract
 - Parenthetical Citations
 - Alphabetized Reference Page
 - Double-Spaced
 - Times New Roman 12-point font

How You Will Be Graded

ASSIGNMENT RUBRIC				
Proficiency Category	Excelling	Proficient	Developing	Entry
Points	4	3	2	1
Content/Information Purpose	The writing exemplifies the assignment purpose. Content is publication quality.	Writing meets the assignment purpose, and content is graduate-level quality.	Writing does not entirely meet the assignment purpose and/or content is below graduate level.	Writing is well below graduate level and does not meet the assignment purpose.
Organization and structure	Organization, structure, and transitions in the writing are publication quality.	Writing has clear organization. Easily followed basic transitions.	Writing is somewhat disorganized or lacking effective transitions.	Writing is disorganized and difficult to follow.
Development/Support	Idea and paragraph development exceeds expectations. Arguments are supported in multiple ways.	Ideas and paragraphs are well-developed and supported with evidence.	Ideas and/or paragraphs are a bit underdeveloped or lack support.	Ideas and/or paragraphs are underdeveloped and lack support.
Syntax/ Sources & formatting	Sentence construction and sources are professional quality. Formatting is exemplary.	Sentence construction is graduate level. All sources are documented correctly. Formatting is appropriate.	Sentences may be basic. Some sources not cited or cited incorrectly. Some formatting issues.	Some sentences unclear/unconnected. Sources not cited. Confusing formatting choices.

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Vocabulary, grammar and mechanics	Industry standard vocabulary/language. No errors in grammar and mechanics.	Uses appropriate vocabulary specific to the subject area. Language conveys meaning. Few errors.	Rudimentary subject language and/or some grammar/mechanics errors.	Very basic vocabulary. Many errors in grammar and mechanics.
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Project

- In this course, you will complete an Individual Project consisting of a marketing plan for a product/service of your choice, worth 150 points (15% of the final grade).
- The project submission is broken down into four (4) parts and are due by 11:59 p.m. EST Sundays of the respective module weeks (except for Module 8, where it is due by 11:59 p.m. EST Saturday):
 - Module 3: Product/Service Selection and Submission
 - Module 5: Submission: First Draft
 - Module 7: Submission: Second Draft
 - Module 8: Final Submission

Project Details

In this course you will complete an Individual Project consisting of a marketing plan for a product/service of your choice. This product/service can be an existing one or something you would like to bring to market. For example, you could choose to do a plan for your favorite chewing gum, sneaker or car. Intangible examples would be a phone app, life insurance, and a customer service call center. You can also do a plan for a technology that does not exist, for example: time travel or dream recording.

This is not a research project where you report on what a company has already done to create a marketing plan. This is a project where you assume the lead role as the marketing manager and formulate a marketing plan for that product/service.

This project should be in a presentation format. A slide deck presentation of 20-30 slides in length is the most common format. A verbal narration of approximately 2,000 words (approximately 30 minutes in length) should accompany the presentation. You may choose to use an audio or video file to narrate the presentation. Try utilizing a site such as VoiceThread, YouTube, SlideShare, ScreenCast-O-Matic, Google Docs, VisMe, etc. for posting the links to your Individual Project in this forum to share with your classmates and so the instructor can issue your grade. Please submit an active link in the assignment box in MyCC. The instructor cannot issue the project grade in the Forum format.

The standards for the presentation are:

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- Length: 20-30 slides
- Verbal narration of approximately 2,000 words (approximately 30 minutes in length)
- Mechanics: well written in terms of use of language, clarity, brevity, mechanics (spelling and grammar); passes the spell check.

The presentation should follow APA (6th or latest edition) formatting.

How you will be graded

PROJECT RUBRIC				
Criteria	Exemplary	Good	Satisfactory	Inadequate
	4	3	2	1
Amount of Information	All topics are addressed and all questions answered with enough detail and examples.	All topics are addressed and most questions answered with at least minimal detail - and at least one example.	All topics are addressed and most questions answered - detail is lacking	One or more topics were not addressed.
Quality of information	Information clearly relates to the main topic. Points are clearly made. Analysis is sophisticated	Information clearly relates to the main topic. Points are made, but analysis is weak.	Information clearly relates to the main topic. Points are insufficiently developed. Analysis is minimal	Information has little or nothing to do with the main topic. There is no critical analysis.
Sources	All sources (information and graphics) are accurately documented in the desired format.	All sources (information and graphics) are accurately documented, but a few are not in the desired format.	All sources (information and graphics) are accurately documented, but many are not in the desired format.	Some sources are not accurately documented.
Mechanics	No grammatical, spelling, or punctuation errors.	Almost no grammatical, spelling, or punctuation errors	A few grammatical, spelling, or punctuation errors.	Many grammatical, spelling, or punctuation errors.
Organization	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized with well-constructed paragraphs.	Information is organized, but paragraphs are not well constructed.	The information appears to be disorganized.

Quizzes and Exams

- There are five (5) quizzes and one (1) exam in this course.
- The quizzes/exams are to be taken through the **Coursework** page of the course by the assigned due date.

Quiz

- Each quiz is 30 minutes duration and has multiple-choice questions.
- There is one (1) attempt allowed for each quiz.

Exam

- Each exam is worth 150 points and includes multiple-choice and true/false questions.
- There is no time limit for the exam. You may start, stop, and resume the exam at any time while it is open. You may only submit the exam once.

Late Assignment Policy

- No late assignments are accepted in this class.
- No late discussion posts are accepted in this class.



Schedule of Due Dates

Module	Assignment	Points	Due*
1	Introduction Discussion (Non-graded)	--	Wednesday
	Discussion 1: Marketing: Definition	15	Wednesday/Saturday
	Discussion 2: Product/Service: Definition	15	Wednesday/Saturday
	Assignment 1: Google File-Sharing Exercise (Non-graded)	--	Sunday
	Assignment 2: Setting up Zoom.us account (Non-graded)	--	Sunday
	Project: Review of Details and Guidelines (Non-graded)	--	N/A
	Quiz 1	30	Sunday
2	Discussion 3: Effect of Pricing on Product/Service	15	Wednesday/Saturday
	Discussion 4: Products/Services: Channels of Distribution	15	Wednesday/Saturday
	Discussion 5: Products/Services: Effective Media	15	Wednesday/Saturday
	Assignment 3: Factors for Making Price Decisions	45	Sunday
	Quiz 2	30	Sunday
3	Discussion 6: Creating a Marketing Plan: Challenges	15	Wednesday/Saturday
	Discussion 7: Contribution of SWOT	15	Wednesday/Saturday
	Project: Marketing Plan: Product/Service Selection (Non-graded)	--	Sunday
	Quiz 3	30	Sunday
4	Discussion 8: Segmenting a Market	15	Wednesday/Saturday
	Discussion 9: B2B versus B2C	15	Wednesday/Saturday
	Assignment 4: Brain Color	45	Sunday
	Quiz 4	30	Sunday
5	Discussion 10: Marketing Research	15	Wednesday/Saturday


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	Discussion 11: Social Media and Integrated Marketing Communications	15	Wednesday/Saturday
	Assignment 5: Case Study: Keaty Realty	45	Sunday
	Project: Marketing Plan: Submission of Draft TOC (Non-graded)	--	Sunday
	Quiz 5	30	Sunday
6	Discussion 12: Marketing Function and Customer Relations	15	Wednesday/Saturday
	Assignment 6: Case Study: Ravena	45	Sunday
7	Discussion 13: Marketing and Sales	15	Wednesday/Saturday
	Assignment 7: Case Study: Reagan Technologies	45	Sunday
	Project: Marketing Plan: Submission of Submission of Rough Draft (Non-graded)	--	Sunday
8	Discussion 14: Final thoughts	15	Wednesday/Saturday
	Discussion 15: Individual Project: Link Upload(Non-graded)	--	Wednesday
	Assignment 8: Marketing Plan: Review	45	Saturday
	Project: Marketing Plan: Submission of Final Draft	150	Saturday
	Final Exam	150	Saturday

Course Outline

Module 1	
Module Name	Marketing: An Overview
Overview	<p>Welcome to Module 1.</p> <p>In this module we will introduce ourselves and start to learn what marketing is and about a basic model used to understand it. We will also discuss marketing mix, known as the 4 P's of marketing: product, price, place, and promotion – going into the detail of each of the 4 Ps.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. define what marketing (CO1) 2. identify the 4P's of marketing and variations of that model (CO2)
Readings and Resources	<p>In this module, you will read the following chapters:</p> <ul style="list-style-type: none"> • Chapter 1 : What Is Marketing? • Chapter 6: Product and Service Decisions • Chapter 7: Developing and Managing Offerings <p>In this module, you will review the following materials:</p> <p>Individual Project: Details and Guidelines</p> <p style="font-size: small; color: gray;">ISBN 325 Marketing</p> <p style="text-align: center;">.....</p> <p>Marketing Plan: Section</p> <div style="text-align: center;">  <p>Marketing_Plan_Section.pdf</p> </div> <p>SWOT Analysis: Template</p> <div style="text-align: center;">  <p>SWOT_Analysis_Template.pdf</p> </div> <p>Marketing's 4 P's: First Steps for New Entrepreneurs</p>

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	 <p>Marketing_4 Ps_First Steps for Ne</p> <p>In this module, you will watch the following videos:</p> <ul style="list-style-type: none">• Study.com. (2013, December 31). <i>Introduction to Marketing</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=i1xz5Kv-7VY&feature=youtu.be• Mirasee. (2011, June 23). A New Look At the 4 Ps of Marketing [Video file]. Retrieved from https://www.youtube.com/watch?v=JlirzTdaey4&feature=youtu.be
Discussion Posts	<p>Module 1: Introduction Discussion (Non-graded)</p> <p>Hello Class,</p> <p>Welcome to BSM123 Marketing</p> <p>My name is {name goes here}, and I will be your facilitator for the course. I'm looking forward to working with you.</p> <p>Please take a moment to introduce yourself to your classmates. Please include your name, a brief description of yourself, your background, your professional and/or personal goals, and what you hope to learn from this course.</p> <p>Module1: Discussion 1 (CO1)</p> <p>Marketing: Definition</p> <p>Based on your own experience, ideas, and prior learning, how do you define marketing? Describe how marketers create value for a product or service.</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <p>Module 1: Discussion 2 (CO2)</p> <p>Product/Service: Definition</p> <p>What are your thoughts about the definition of product/service? Consider the differences between the types of products and services and how they will help shape a marketing plan.</p> <p>When you reply to your classmates' posts, respectfully agree</p>

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	<p>or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
<p>Assignments</p>	<p>Module 1: Assignment 1 (Non-graded)</p> <p>Google File Sharing Exercise</p> <p>Create a Word document, save it to your College Google Drive, paste a shareable link in the text box, and submit this assignment.</p> <p>If you need to learn how to do this, watch this video.</p> <p>Complete the assignment and upload it to the file upload area of this module.</p> <p>Submit the document no later than Sunday (11:59 p.m. EST).</p>
	<p>Module 1: Assignment 2 (Non-graded)</p> <p>Setting-up Zoom.us account</p> <p>Create a Zoom.US account. This account is free. Please use your College email address when setting up this account. It will be used for group meetings, and one-on-one sessions if needed. You can also use it to collaborate with classmates on your project work.</p> <p>You can sign up using this link.</p> <p>They are many free and easy tutorials to show you how to do this. After you have signed up watch the tutorials on how to use it.</p> <p>Enter in the text box for this assignment: "Professor, I have signed up for Zoom," and submit the assignment.</p> <p>Complete the assignment no later than Sunday (11:59 p.m. EST).</p>
<p>Project</p>	<p>Module 1: Project (CO1-CO9) (Non-graded)</p> <p>Marketing Plan: Review of Details and Guidelines</p> <p>Review the Individual Project: Details and Guidelines document (in the Handouts area of MyCC).</p> <p>Begin to think about the product or service you will be creating a marketing plan for in this course.</p> <p>In Module 3 you will be proposing the name of the product or service for your marketing plan.</p> <p>The Project is due at the end of Module 7 week.</p>

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Quiz	<p>Module 1: Quiz 1 (CO1,CO2)</p> <ul style="list-style-type: none">• Chapters covered: Chapters 1, 6, and 7• Type of questions: Multiple-choice• Number of questions: 15• Duration: 30 minutes• Number of attempts: One
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Module 2	
Module Name	Pricing, Placement, and Promotion
Overview	<p>Welcome to Module 2.</p> <p>In this module we will cover pricing and placement in distribution channels and promotion through the marketing communications and media plans. We will explore how pricing relates directly to the perceived value of the product/service, while placement answers the question: Where can I get it? Promotion is perhaps the most dynamic section of marketing, where an organization communicates its offerings to its target market.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. interpret the various means of distribution of products and services (CO2) 2. describe the different aspects of pricing 3. explain how the marketing communications plan is created and managed through different media (CO2, CO5)
Readings and Resources	<p>In this module, you will read the following chapters:</p> <ul style="list-style-type: none"> • Chapter 15: Price, the Only Revenue Generator • Chapter 8 : How Marketing Channels Can Be Used to Create Value for Customers • Chapter 11: Integrated Marketing Communications and Traditional Media Marketing <p>In this module, you will watch the following video:</p> <p>Soma Datta. (2011, November 4). <i>Marketing Mix: Pricing Strategies</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=H8aZr-Ula1w&feature=youtu.be</p> <p>Guiding Question:</p> <p style="padding-left: 40px;">How does pricing affect distribution of a product?</p>
Discussion Posts	<p>Module 2: Discussion 3 (CO2, CO5)</p> <p>Effect of Pricing on Product/Service</p> <p>How, do you think <i>pricing</i> contributes to the definition of product/service? Consider how <i>pricing</i> affects the perception of value and where a <i>product</i> might be offered for sale.</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p>



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	<p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <p>Module 2: Discussion 4 (CO2, CO5)</p> <p>Products/Services: Channels of Distribution</p> <p>Placement answers the customer's question: Where can I get it? Consider the different channels of distribution available for different types of products/services. Can you think of an example of a product that has recently been placed outside its normal distribution channels?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <p>Module 2: Discussion 5 (CO2, CO5)</p> <p>Products/Services: Effective Media</p> <p>What do you think is the most effective medium for communicating information about product/services? Why might some be better than others?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	<p>Module 2: Assignment 3 (CO2, CO5)</p> <p>Factors for Making Price Decisions</p> <p>What factors do organizations consider when making price decisions?</p> <p>Based on the materials in this module and your own experience, please answer this essay question in a minimum of 350 words. Please do a spelling and grammar check prior to submitting it.</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p>

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	See the Assignments Guidelines and Rubrics.
Quiz/Exam	<p>Module 2: Quiz 2 (CO2, CO5)</p> <ul style="list-style-type: none">• Chapter(s) covered: Chapters 15, 8, and 11• Type of questions: Multiple-choice• Number of questions: 15• Duration: 30 minutes• Number of attempts: One

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Module 3	
Module Name	Strategic Planning and Marketing Plan
Overview	<p>Welcome to Module 3.</p> <p>In this module we will review strategic planning in marketing and the process of creating a marketing plan. We will begin with the value proposition and then discuss the strategic planning process, followed by examining the process and components that make up a marketing plan.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none">1. summarize the strategic planning process (CO1, CO4, CO5)2. describe the elements of a marketing plan (CO2, CO9)3. create a basic competitive profile (CO4, CO5)
Readings and Resources	<p>In this module, you will read the following chapters:</p> <ul style="list-style-type: none">• Chapter 2: Strategic Planning• Chapter 16: The Marketing Plan <p>In this module, you will review the following materials:</p> <p>Individual Project: Details and Guidelines</p> <p><small>ISBN 325 Marketing</small></p> <p>.....</p> <p>Marketing Plan: Section</p> <p> Marketing_Plan_Section.pdf</p> <p>SWOT Analysis: Template</p> <p> SWOT_Analysis_Template.pdf</p>

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	<p>In this module, you will visit the following website: Mplans. (n.d.). Free Sample Marketing Plans. Retrieved from https://www.mplans.com/sample-marketing-plans.php.</p> <p>Guiding Question: Consider what type of plan format would work best for the product/service about which you will do your final project.</p>
Discussion Posts	<p>Module 3: Discussion 6 (CO2, CO9) Creating a Marketing Plan: Challenges</p> <p>What, according to you, seems to be the most difficult part of creating a marketing plan? Why? How could the challenges be overcome?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
	<p>Module 3: Discussion 7 (CO2, CO9) Contribution of SWOT</p> <p>How do you think a SWOT contributes to the strategic planning and marketing plan creation processes? Describe how the contents of the SWOT are dispersed into various areas of the marketing plan and how they contribute to the formulation of marketing strategy.</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	N/A
Project	<p>Module 3: Project (CO1-CO9) (Non-graded) Marketing Plan: Product/Service Selection</p> <p>Review to Individual Project: Details and Guidelines document (in the Handouts area of MyCC).</p> <p>Please select the product or service for which you will be</p>

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	<p>creating a marketing plan in this course, and submit for comment from instructor.</p> <p>Complete the assignment and submit it to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Project Guidelines and Rubrics.</p>
Quiz/Exam	<p>Module 3: Quiz 3 (CO2, CO9)</p> <ul style="list-style-type: none">• Chapter(s) covered: Chapters 2 and 16• Type of questions: True/False• Number of questions: 22• Duration: 30 minutes• Number of attempts: One


Module 4	
Module Name	Market Segmenting, Targeting, Positioning, and Consumer and Business Buying Behavior
Overview	<p>Welcome to Module 4.</p> <p>In this module we cover market segmenting, targeting, and positioning, along with consumer and business buying behavior. The use of demographics and psychographics to identify your potential pool of customers and the importance of psychology in marketing will be examined.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. identify the demographics and psychographics of the target customers for final project (CO6) 2. describe how B2C and B2B customers are different, and therefore require different marketing approaches (CO6)
Readings and Resources	<p>In this module, you will read the following chapters:</p> <ul style="list-style-type: none"> • Chapter 5: Market Segmenting, Targeting, Positioning • Chapter 3: Consumer Behavior: How People Make Buying Decisions • Chapter 4: Business Buying Behavior <p>In this module, you will watch the following videos:</p> <p>Westminster Marketing Management. (2014, November 23). <i>Using Consumer Psychology to Understand Buyer Behaviour—Coca-Cola Life</i> [Video file]. Retrieved from https://www.youtube.com/embed/aGfdubLAtY8?rel=0</p> <p>Guiding Question:</p> <p style="padding-left: 40px;">How has this video given you insight into the importance of psychology in marketing?</p> <p>Brian K. McCarthy. (2013, January 11). <i>Marketing: Segmentation and Targeting</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=H52WGQYEfbM&feature=youtu.be</p> <p>Guiding Question:</p> <p style="padding-left: 40px;">Think about how segmentation is dividing a market for a product or service, and on what basis that division is conducted.</p> <p>eHow. (2008, November 1). <i>Marketing Plans: What Is Market Positioning?</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=4Vxl85DvQjM&feature=youtu.be</p>

Course Map

	<p>Guiding Question:</p> <p>Consider how one of your favorite products/services is positioned in the marketplace.</p>
Discussion Posts	<p>Module 4: Discussion 8 (CO6)</p> <p>Segmenting a Market</p> <p>How might you approach segmenting a market? Please comment on the different ways a market can be segmented, and how that might relate to the strategic marketing plan.</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <hr/> <p>Module 4: Discussion 9 (CO6)</p> <p>B2B versus B2C</p> <p>How do you think B2B differs from B2C marketing? Do you think it is easier to identify your customers in one versus the other?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	<p>Module 4: Assignment 4 (CO6)</p> <p>Brain Color</p> <p>Please visit Brain Quizzes below and take any two (2) of the online Brain Color quizzes.</p> <p>After reviewing your quiz results, please briefly share your thoughts (minimum of 300 words) on how well the quiz described you. Do you think you need to work on any of your weaknesses? If so, what are they?</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Assignments Guidelines and Rubrics.</p>

Course Map

Quiz/Exam	<p>Module 4: Quiz 4 (CO6)</p> <ul style="list-style-type: none">• Chapter(s) covered: Chapters 3, 4, and 5• Type of questions: Multiple-choice• Number of questions: 15• Duration: 30 minutes• Number of attempts: One
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Module 5	
Module Name	Marketing Research, Marketing Intelligence, and Digital Marketing
Overview	<p>Welcome to Module 5.</p> <p>In this module, marketing research will be covered along with digital marketing, as well as finding out what your competition is up to, how your marketing segment looks, and how digital media helps manifest what you have compiled.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. employ the steps of the marketing research process (CO5) 2. evaluate a case study and comment on how marketing research and digital marketing are reflected in the case content (CO7) 3. discuss the use of digital marketing in the marketing process (CO8) 4. use this knowledge to further develop a marketing plan (CO9)
Readings and Resources	<p>In this module, you will read the following chapters:</p> <ul style="list-style-type: none"> • Chapter 10: Gathering and Using Information: Marketing Research and Market Intelligence • Chapter 12: Digital Marketing <p>In this module, you will review the following materials:</p> <p>Individual Project: Details and Guidelines</p> <p style="text-align: center; font-size: small; color: gray;">BSM 205: Marketing</p> <p style="text-align: center; font-size: small; color: gray;">.....</p> <p>Marketing Plan: Section</p> <div style="text-align: center;">  <p>Marketing_Plan_Section.pdf</p> </div> <p>SWOT Analysis: Template</p> <div style="text-align: center;">  <p>SWOT_Analysis_Template.pdf</p> </div>

Course Map

	<p>In this module, you will watch the following videos:</p> <p>noris 100. (2013, June 20). <i>The Talking Window</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=azwL5eoE5al&feature=youtu.be</p> <p>Guiding Question:</p> <p>Think about how this technology might affect your daily life.</p> <p>Realeyes. (2014, September 11). <i>Realeyes Overview</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=3WF4eG1s44U</p> <p>Guiding Question:</p> <p>Were you previously aware of the technology that is being used to collect data about you?</p> <p>T Brand Studio. (2016, June 22). <i>NYT VR: Transforming the Storytelling Experience</i> [Video file]. Retrieved from https://www.youtube.com/embed/wkCOoTEIFIE?rel=0</p> <p>Guiding Question:</p> <p>How do you think this changed advertising sales for the NYT VR content for the sales of advertising in the NYT VR content?</p>
<p>Discussion Posts</p>	<p>Module 5: Discussion 10 (CO5)</p> <p>Marketing Research</p> <p>After reading Chapter 10, please consider the following question and then share your thoughts:</p> <p>Are small-business owners at a disadvantage if they lack the marketing research resources large companies possess Why or why not?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <p>Module 5: Discussion 11 (CO8)</p> <p>Social Media and Integrated Marketing Communications</p> <p>Given what you have learned about technology and digital media, why is social media marketing becoming a more important part of integrated marketing communications? What</p>

Course Map

	<p>developments do you see coming in the next five (5) years? When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
<p>Assignments</p>	<p>Module 5: Assignment 5 (CO7) Case Study: Keaty Realty</p> <p>Please read the case study at the end of Chapter 10 entitled Keaty Realty.</p> <p>Then, with reference to the contents of the chapter, answer the two case study questions with a minimum of 250 words each.</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Assignments Guidelines and Rubrics.</p>
<p>Project</p>	<p>Module 5: Project (CO1-CO9) (Non-graded) Marketing Plan: Submission of draft TOC</p> <p>Review of Individual Project: Details and Guidelines document (in the Handouts area of MyCC).</p> <p>Draft a table of contents for your marketing plan based on the product or service you selected, and submit it for instructor review.</p> <p>Complete the presentation and upload your link to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Project Guidelines and Rubrics.</p>
<p>Quiz/Exam</p>	<p>Module 5: Quiz 5 (CO5, CO7, CO8, CO9)</p> <ul style="list-style-type: none"> • Chapter(s) covered: Chapters 10 and 12 • Type of questions: Multiple-choice • Number of questions: 15 • Duration: 30 minutes • Number of attempts: One



Course Map

Module 6	
Module Name	Customer Relations
Overview	<p>Welcome to Module 6.</p> <p>This module covers customer relations and how it ties directly to the marketing function. Satisfaction, loyalty, and empowerment are also discussed, along with how those areas feed directly into the marketing function.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. describe the role customer relations plays in marketing research and intelligence and the impact CR has on the customer experience (CO5, CO8) 2. discuss how technology has impacted CRM and now allows customer relations to capture and quickly analyze and distribute customer data (CO5, CO8)
Readings and Resources	<p>In this module, you will read the following chapter:</p> <ul style="list-style-type: none"> • Chapter 14: Customer Satisfaction, Loyalty, and Empowerment
	<p>In this module, you will watch the following video: ISM. (2013, April 5). <i>What is CRM</i> [Video file]. Retrieved from https://www.youtube.com/watch?v=7me7mjvTiTI</p> <p>Guiding Question: How could you use CRM to further develop a business you are familiar with?</p>
Discussion Posts	<p>Module 6: Discussion 12 (CO5, CO8) Marketing Function and Customer Relations</p> <p>How can the marketing function use data from the customer relations function? What type of system is this data usually stored in? Will it be accessed by other areas of an organization? Why?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	Module 6: Assignment 6 (CO5, CO8)

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	<p>Case Study: Ravena</p> <p>Please read the four (4) questions in case study at the end of Chapter 14 entitled Ravena.</p> <p>Then, with reference to the contents of the chapter, answer the four case study questions with a minimum of 250 words each.</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Assignments Guidelines and Rubrics.</p>
Quiz/Exam	N/A

Course Map

Module 7	
Module Name	How Marketing Interacts with Sales
Overview	<p>Welcome to Module 7.</p> <p>In this module, the profile of sales and its interactions with marketing will be covered. The relationship between the two departments is a dynamic one. We will take a close look at the sales function. A case study review will help profile how marketing and sales work in an actual business situation.</p> <p>In this module, you will submit the rough draft of your final project.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. identify the fundamental elements of sales (CO1, CO7) 2. explain how vital it is for marketing to support the sales effort of an organization(CO1, CO7) 3. prepare and present a marketing plan (CO9)
Readings and Resources	<p>In this module, you will read the following chapter:</p> <ul style="list-style-type: none"> • Chapter 13: Professional Selling (How Marketing Interacts with Sales) <p>In this module, you will review the following materials:</p> <p>Individual Project: Details and Guidelines</p> <p style="text-align: center;"><small>BSM 325 Marketing</small></p> <p style="text-align: center;">.....</p> <p>Marketing Plan: Section</p> <div style="text-align: center;">  Marketing_Plan_Section.pdf </div> <p>SWOT Analysis: Template</p> <div style="text-align: center;">  SWOT_Analysis_Template.pdf </div>




Course Map

	<p>In this module, you will watch the following video: Management Skills Courses. (2014, March 22). Sales and Marketing—What's the Difference? [Video file]. Retrieved from https://www.youtube.com/watch?v=b6bcibvr7rg</p> <p>Guiding Questions:</p> <p style="padding-left: 40px;">Why is it important for sales and marketing to work together?</p> <p style="padding-left: 40px;">Where would each department fall on a financial operating statement?</p>
Discussion Posts	<p>Module 7: Discussion 13 (CO1, CO7)</p> <p>Marketing and Sales</p> <p>How can a company ensure that marketing and sales work together? How does this collaboration (or lack thereof) impact the customer experience?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	<p>Module 7: Assignment 7 (CO1, CO7)</p> <p>Case Study: Reagan Technologies</p> <p>Please read the questions in case study at the end of Chapter 13 entitled Reagan Technologies.</p> <p>Then, with reference to the contents of the chapter, answer the questions with a minimum of 250 words each.</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Assignments Guidelines and Rubrics.</p>
Project	<p>Module 7: Project (CO1-CO9) (Non-graded)</p> <p>Marketing Plan: Submission of Rough Draft</p> <p>Review of Individual Project: Details and Guidelines document (in the Handouts area of MyCC).</p> <p>Submit the rough draft of your marketing plan for the instructor's review.</p> <p>Complete the presentation and upload your link to the file upload area of this module no later than Sunday (11:59 p.m.</p>

Course Map

	EST). See the Project Guidelines and Rubrics.
Quiz/Exam	N/A

Course Map

Module 8	
Module Name	Summing It Up and Final Thoughts
Overview	<p>Welcome to Module 8.</p> <p>Many aspects of marketing were covered in this course, defining what marketing is, the basic model of the 4 Ps, segmentation of a target market, and the role psychology plays in marketing. Each of these is important in the elements of marketing. The main goal of communicating to a target market and attracting it to the sales cycle is paramount. Demonstrating this understanding through your marketing plan will take place in Module 8. You will post your individual project (a marketing plan) and then you will conduct a review of a classmate's marketing plan.</p> <p>In this module, you will submit your final project, take the final exam, and conduct a review of a classmate's project.</p>
Module Learning Outcomes	<p>Upon successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. review a peer's marketing plan (CO1-CO9) 2. review the key concepts learned throughout the course (CO1-CO9)
Readings and Resources	<p>In this module, you will read the following chapters: N/A</p> <p>In this module, you will review the following materials: Individual Project: Details and Guidelines</p> <div style="text-align: center; margin-top: 10px;">  <p>.....</p> <p>Marketing Plan: Section</p>  <p>Marketing_Plan_Sec tion.pdf</p> <p>SWOT Analysis: Template</p>  <p>SWOT_Analysis_Te mplate.pdf</p> </div>

Course Map

	<p>In this module, you will watch the following videos:</p> <p>Free Working Tricks. (2016, September 3). Did You Know? [Video file]. Retrieved from https://www.youtube.com/watch?v=u06BXgWbGvA</p> <p>Guiding Question:</p> <p>How different will the world be in 10 years, given the current rate of technological change?</p> <p>TED. (2010, August 27). Dan Copley: What physics taught me about marketing [Video file]. Retrieved from https://www.youtube.com/watch?v=8cwW_S29faQ</p> <p>Guiding Question:</p> <p>Do you think the link between physics and marketing helps the target market understand key marketing concepts?</p>
Discussion Posts	<p>Module 8: Discussion 14 (CO1-CO9)</p> <p>Final Thoughts</p> <p>How has your understanding of marketing changed since you started this course?</p> <p>Given that this course has sparked your interest in seeking out more information about marketing, how might you proceed? What resources are available to bolster your interest in marketing?</p> <p>When you reply to your classmates' posts, respectfully agree or disagree with the post and explain your reasoning while offering your opinion with an example to support it.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p> <p>Module 8: Discussion 15 (CO1-CO9) (Non-graded)</p> <p>Individual Project: Link Upload</p> <p>Upload links to your Individual Project in this forum to share with your course-mates. Please note that file uploads are not allowed. Utilize VoiceThread, YouTube, SlideShare, ScreenCast-O-Matic, Google Docs, etc. for posting your presentations.</p> <p>Posting your presentation link in this forum is necessary so the whole class can see all of the Individual Projects.</p> <p>Review at least one (1) of your classmates' projects and share feedback.</p> <p>You must also submit your Individual Project link in the file</p>

Course Map

	<p>upload area of the assignment section to enable grading.</p> <p>You must first post your answer(s) before you are able to see the other students' posts. Submit your initial post(s) early in the week.</p> <p>See the Discussion Board Guidelines and Rubrics.</p>
Assignments	<p>Module 8: Assignment 8 (CO1-CO9)</p> <p>Marketing Plan: Review</p> <p>Select one of your classmates' final projects and write a review of it (500 words minimum).</p> <p>Referring to the project you selected, mention:</p> <ul style="list-style-type: none"> • What was good? What was not so good? • What else could have been done? <p>Be sure to use the marketing models, terms, and concepts we discussed during the course.</p> <p>Complete the assignment and submit the document to the file upload area of this module no later than Sunday (11:59 p.m. EST).</p> <p>See the Assignments Guidelines and Rubrics.</p>
Project	<p>Module 8: Project (CO1-CO9)</p> <p>Marketing Plan: Submission of Final Draft</p> <p>Review of Individual Project: Details and Guidelines document (in the Handouts area of MyCC).</p> <p>Submit the final draft of your marketing plan for the instructor's review.</p> <p>Complete the presentation and upload your link to the file upload area of this module no later than Saturday (11:59 p.m. EST).</p> <p>See the Project Guidelines and Rubrics.</p>
Quiz/Exam	<p>Final Exam (CO1 - CO9)</p> <ul style="list-style-type: none"> • Chapter(s) covered: All • Type of questions: Multiple-choice, True/False • Number of questions: 75 • Duration: No time limit • Number of attempts: One