

Book

Kotler, P., & Keller, K. (2009) *Marketing Management* (13th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN: 0131457578

You may purchase books at [EdMap](#).

ADDITIONAL RESOURCES:

These resources must be used to complete the assignments.

File

Gugajew, S. (2008) *A Method to the Creative Madness: From chore to experience, a cleaning brand's meteoric rise to fame* *Journal of Integrated Marketing Communications* 12-18.

[Method.pdf](#)

Online Journal Article

Popcorn, F. (2005, December) *Cultural relevance*. *Chief Executive*, 214, 35-37. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=942661411&sid=12&Fmt=4&clientId=52110&RQT=309&VName=PQD>

Online Journal Article

Popcorn, F., & Marigold, L. (2000, June) *How to market to women*. *Advertising Age*, 71 (25) 24-26. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=942661411&sid=6&Fmt=4&clientId=52110&RQT=309&VName=PQD>

Online Journal Article

Popcorn, F., & Kenmore, A. (2002, October) *How to regain trust*. *Advertising Age*, 73 (40) 24. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=208139851&sid=13&Fmt=3&clientId=52110&RQT=309&VName=PQD>

MENTOR RESOURCES

The Mentor has not provided any additional resources for this syllabus.

SUPPLEMENTAL REFERENCES & READINGS:

These resources are not required, but may provide assistance in completing your work for this course. Please copy and paste any web links listed below into your browser to view the websites.

Bernhardt, K., & Kinnear, T. (1997). *Cases in marketing management* (7th ed.). Homewood: Richard D. Irwin. ISBN: 0256204640

Cravens, D., Lamb, C., & Crittenden, V. (2002). *Strategic marketing cases and applications*. Homewood: Richard D. Irwin. ISBN: 0072514825

Hawkins, D., Best, R., & Coney, K. (2004). *Consumer behavior: Building marketing strategy* (9th ed.). New York: McGraw-Hill. ISBN: 0072865490

Kerin, R., and Peterson, R. (2004). *Strategic marketing problems* (10th ed.). Boston:

Pearson. ISBN: 0131421840

O'Dell, W., Ruppel, A., & Tren, R. (1984). Marketing decision making: Analytic framework and cases. Cincinnati: South-Western Publishing Co. ISBN: 0538195207

Sheth, J., and Garrett, D. (1986). Marketing management: A comprehensive reader. Cincinnati: Southwestern Publishing Co. ISBN: 0538192305.

ONLINE RESOURCES

<http://www.bizjournals.com/> Business Journal

<http://www.business-journal.com/Default.asp> The Business Journal

Overview

Section 1: Factors of Influence in Marketing Management

Activity 1: Discussion 1 – Marketing: Past and Present 5 Points

Activity 2: Paper 1 – SWOTT Analysis (Strengths, Weaknesses, Opportunities, Threats, Trends) 10 Points

Section 2: Generic Business Strategies

Activity 3: Discussion 2 - Michael Porter and Generic Marketing Strategies 5 Points

Activity 4: Paper 2 - Identify Generic Marketing Strategies and Strategic Alliances 10 Points

Section 3: Consumer Buyers Behavior Characteristics

Activity 5: Discussion 3 - VALS Survey 5 Points

Activity 6: Paper 3 - Buyer Behavior 10 Points

Section 4: Integrate the Target Market and the Marketing Mix

Activity 7: Discussion 4 - Perceived Value 5 Points

Activity 8: Paper 4 - Marketing Mix Strategies 10 Points

Section 5: Integrated Marketing Communications (IMC)

Activity 9: Discussion 5 - Integrated Marketing Communications 5 Points

Activity 10: Paper 5 – The Role of the IMC in Portraying Values 10 Points

Section 6: New Product Development

Activity 11: New Product Development 20 Points

Activity 12: Discussion 6 – Course Summation 5 Points

Section 1: Factors of Influence in Marketing Management

What is Marketing Management?

Marketing management functions include the development and application of marketing strategies, and the management of resources needed to carry them out. Marketing managers are responsible for a broad range of duties that focus on attracting and keeping customers.

This course introduces you to important marketing management topics through theory and practice. You will select an organization of your choosing and analyze its current approach to marketing. By the end of the course you will make recommendations for changes and improvements in strategy and marketing management. The organization can be your employer or any organization (either a publicly-held or private company) for which data is available in the NCU Library or through other resources. Your choice of organization should be based on being able to locate the relevant background information to complete the Activities. It is suggested that you review the course assignments at this time to make note of the information requirements.

Why Analyze the Marketplace?

Marketing professionals must continuously scan the marketplace in order to determine whether or not their organization is competitive. In order to gather this information, marketing professionals often conduct a SWOTT (Strengths-Weaknesses-Opportunities-

Threats-Trends) analysis. Understanding the data results of this analysis will help ensure the organization can implement strategies that are effective and will result in the highest probability for gaining market share and profitability.

Faith Popcorn is a well-known marketing consultant whose ability to predict upcoming marketing trends and changing consumer preferences allows her clients to be first in the marketplace to fill the gap and remain market leaders. The articles below give you an assessment of current issues in the marketplace through the eyes of an identified professional.

Required Reading:

Kotler & Keller: Chapters 1, 3, 4

Popcorn, F. (2005, December) Cultural relevance. Chief Executive, 214, 35-37. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=942661411&sid=12&Fmt=4&clientId=52110&RQT=309&VName=PQD>

Popcorn, F., & Kenmore, A. (2002, October) How to regain trust. Advertising Age, 73 (40) 24. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=208139851&sid=13&Fmt=3&clientId=52110&RQT=309&VName=PQD>

Popcorn, F., & Marigold, L. (2000, June) How to market to women. Advertising Age, 71 (25) 24-26. Retrieved 7/25/2008

<http://proquest.umi.com.proxy1.ncu.edu/pqdweb?did=942661411&sid=6&Fmt=4&clientId=52110&RQT=309&VName=PQD>

Activity 1: Discussion 1 – Marketing: Past and Present (5 Points)

Historical and Societal Shifts in Marketing Management

A broad understanding of marketing is necessary in order to predict and manage market trends and practices. Discuss how marketing has evolved over the last century and its implications for today's organization in a global market. In your answer, consider the historical broad shifts in marketing. What themes become apparent in these shifts? What relationships can be made to societal shifts? What forces contributed to these shifts?

Post your answer in the Discussion area at the bottom of the Activity screen.

Learning Outcome: (1)

Activity Outcomes

- Analyze historical and societal shifts in marketing management.

Activity 2: Paper 1 – SWOTT Analysis (Strengths, Weaknesses, Opportunities, Threats, Trends) (10 Points)

Why Conduct a SWOT Analysis?

A SWOTT analysis is a common tool for auditing an organization to determine its **s**trengths, **w**eaknesses, **o**pportunities, and **t**hreats/**t**rends. This is the first stage of planning in marketing and helps a marketing manager to focus on key issues in planning strategy. Strengths and weaknesses in an organization are **internal** factors. Opportunities and threats/trends are **external** factors. Research findings are often organized in a four-quadrant format so that comparisons and contrasts can be quickly organized and identified.

Strengths 1. 2. 3. 4.	Weaknesses 1. 2. 3. 4.
Opportunities 1. 2. 3. 4.	Threats/Trends 1. 2. 3. 4.

There are a few simple rules to remember when conducting a SWOTT analysis:

- Be specific – avoid ambiguity
- Brevity is key – avoid complexity and over-analysis
- Be realistic and truthful about strengths and weaknesses
- This should be a snapshot of present circumstances and a vision of what is possible in the future



Audit Your Chosen Organization and Its Environment

Apply the SWOTT analysis to your chosen organization to determine its strengths, weaknesses, opportunities, and threats/trends. Analyze the data to determine how the identified strengths, opportunities, and trends can mitigate the potential effect of weakness and threats. Write a 5-6 page paper to discuss your findings and to make recommendations for improvement.

Submit your document in the Course Work area at the bottom of the Activity screen. Cite reference in APA format where applicable.

Learning Outcome: (2)

Activity Outcomes

- Assess marketing opportunities relative to competition by conducting environmental research.

Section 2: Generic Business Strategies

Thinking Strategically

Michael Porter (1980) of Harvard University proposes three generic business strategies as a starting point for thinking strategically: overall cost leadership, differentiation, and focus. While each organization may not use all three generic business strategies, an organization commonly will use at least one as a starting point for writing a marketing strategy.

Porter, M. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. NY: Free Press

Required Reading:

Kotler & Keller: Chapters 2, 5, 6, 11

Activity 3: Discussion 2 - Michael Porter and Generic Marketing Strategies (5 Points)

Identify and Assess Barriers in a Market Space

Competitors often face entry, exit, and mobility barriers in a market space. Identify an organization that you believe faces an exit barrier in a market. How would you advise the firm to address the barrier?

Post your answer in the Discussion area at the bottom of the Activity screen.

Learning Outcome: (3)

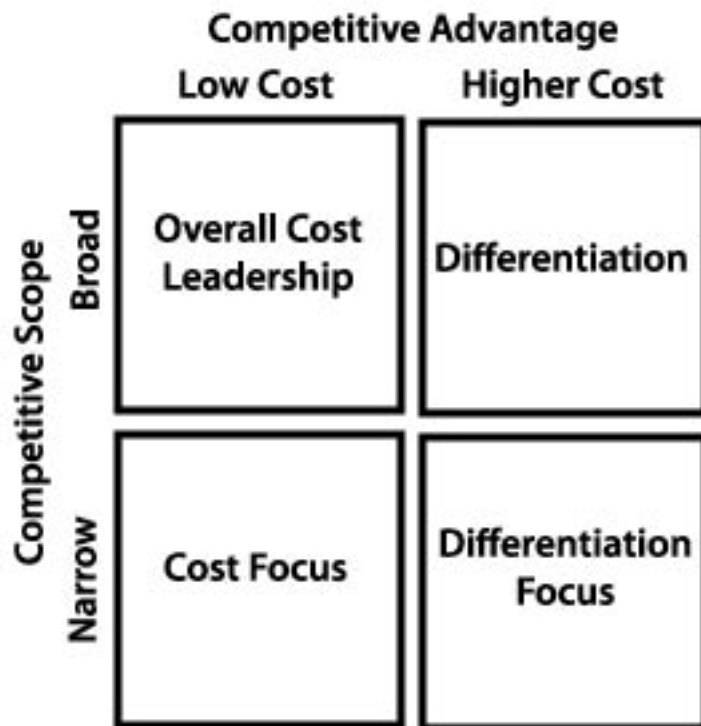
Activity Outcomes

- Create and modify marketing strategies to position and differentiate products/services and brands.

Activity 4: Paper 2 - Identify Generic Marketing Strategies and Strategic Alliances (10 Points)

Porter's Theories in Action

Michael Porter's theories are as applicable today as when they were first introduced in the 1980's. They outline the three main strategic options to be considered in an organization that strives to achieve a sustainable competitive advantage. Porter's Generic Market theory is presented in the following illustration:



Adapted from www.marketingteacher.com



Apply Porter's Theories to Your Chosen Organization

Assess your organization using Porter's theories to determine whether or not the marketing strategies and strategic alliances are appropriate. How can you use these strategies to assess the effectiveness of the organization's marketing objectives? Where possible, make recommendations for improvement.

Submit your 5-6 page document in the Course Work area at the bottom of the Activity screen. Cite references in APA format where applicable.

Learning Outcome: (3)

Activity Outcomes

- Create and modify marketing strategies to position and differentiate products/services and brands.

Section 3: Consumer Buyers Behavior Characteristics

Segmentation Strategies and Buyer Behavior

When does a consumer identify a need? What motivates a consumer to buy behavior? Marketing professionals use segmentation strategies such as demographics, psychographics (VALS survey), and geographic data to identify specific characteristics unique to each market segment. From there, the organization targets its specific activities in hopes of affecting buyer behavior.

Learning Outcomes: 3

Required Reading:

Kotler & Keller: Chapters 3, 5, 6

<http://www.sric-bi.com/>

Activity 5: Discussion 3 - VALS Survey (5 Points)



Personal Buyer Behavior Characteristics

Take the VALS survey at <http://www.sric-bi.com/>. After viewing the results, discuss whether or not the characteristics identified by the survey matched your perception of your *personal* consumer buyer behavior. How were the results what you expected? Were there any surprises?

Post your answer in the Discussion area at the bottom of the Activity screen.

Learning Outcome: (4)

Activity Outcomes

- Develop marketing strategies relative to the product life cycle (PLC) that will attract the targeted consumer segment utilizing demographic, psychographic, and geographic segmentation strategies.

Activity 6: Paper 3 - Buyer Behavior (10 Points)



Apply Segmentation Strategies to Your Chosen Organization

Assess the segmentation strategies used in your chosen organization. Which research instruments do you think are used to help guide strategy planning? How accurate and reliable are the survey instruments? What market segments are associated with your organization? What are the specific characteristics of each segment? Make recommendations for alternative approaches that align to organizational objectives.

Submit your 5-6 page document in the Course Work area at the bottom of the Activity screen. Cite references in APA format where applicable.

Learning Outcome: (4)

Activity Outcomes

- Develop marketing strategies relative to the product life cycle (PLC) that will attract the targeted consumer segment utilizing demographic, psychographic, and geographic segmentation strategies.

Section 4: Integrate the Target Market and the Marketing Mix

The 4 P's in the Marketing Mix

The marketing mix, commonly called the "4 P's," consists of **product, place, price, and promotion**. Why are these called a mix? Because the combinations and alternatives for combining the components is endless: depending upon the stage of the product life cycle, the targeted market segment(s), and the organizational constraints, marketing professionals can adapt the marketing mix to meet the organizational objectives.

Required Reading:

Kotler & Keller: Chap 8, 12, 14, 15

Activity 7: Discussion 4 - Perceived Value (5 Points)



Perceived Value – Real or Imagined?

An increasing number of companies base their prices on the customer's perceived value. Explain the concept of "perceived value" and assess the key points to pricing in this manner. Give an example of a product or service that you think uses this strategy. Is it successful? Why or why not?

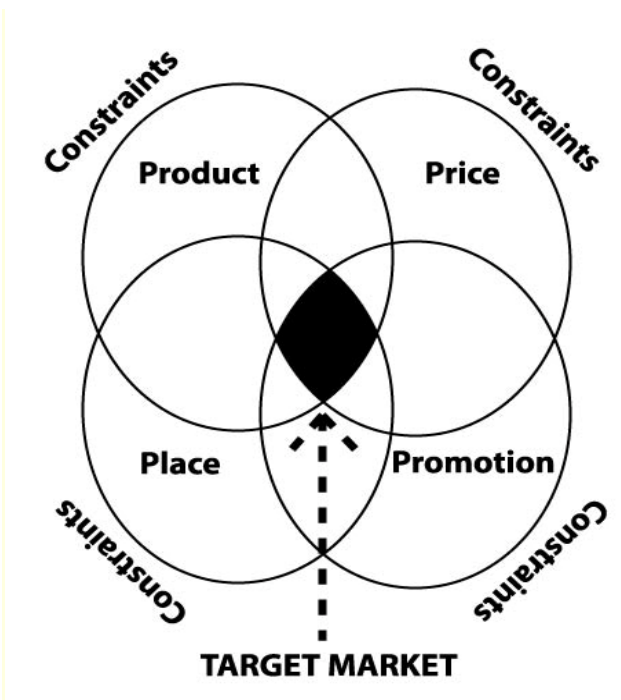
Post your answer in the Discussion area at the bottom of the Activity screen.

Learning Outcome: (5)

Activity Outcomes

- Formulate an appropriate marketing mix strategy based upon product, price, place, and promotion.

Activity 8: Paper 4 - Marketing Mix Strategies (10 Points)



Adapted from <http://www.netmba.com/marketing/mix/>



Analyze the Marketing Mix of Your Chosen Organization

Review your research data and analyze the marketing mix of your chosen organization. Make recommendations on how the organization might become more effective by rearranging the 4 P's. Review the organization's segmentation strategies. Determine if the organization has correctly identified its potential customers accurately. Make recommendations for improvement.

Submit your 5-6 page document in the Course Work area at the bottom of the Activity screen. Cite references in APA format where applicable.

Learning Outcome: (5)

Activity Outcomes

- Formulate an appropriate marketing mix strategy based upon product, price, place, and promotion.

Section 5: Integrated Marketing Communications (IMC)

Craft the Message Carefully and Consistently

The competition to capture a potential customer's attention has never been greater. With a vast variety of media vehicles available (print, broadcast, digital, etc.), it is critical to an organization's success to communicate a single message to key stakeholders through every communication channel. Creativity, memorable approaches, and consistency are key to an effective and successfully integrated marketing campaign.

Required Reading:

Kotler & Keller: Chapters 17, 18, 19

Gugajew, S. (2008) A Method to the Creative Madness: From chore to experience, a cleaning brand's meteoric rise to fame Journal of Integrated Marketing Communications 12-18.
Method.pdf

Activity 9: Discussion 5 - Integrated Marketing Communications (5 Points)

A Method to Creative Madness

Read the article, "A Method to the creative madness: From chore to experience, a cleaning brand's meteoric rise to fame" by Sonja Gugajew in the Journal of Integrated Marketing Communications. How did the integrated marketing communications approach to Method soap create a unique consumer experience? Why is the storytelling element of the IMC so effective in this and other marketing campaigns?

Learning Outcome: (6)

Activity Outcomes

- Assess an organization's marketing strategy in relation to its mission and objectives.

Activity 10: Paper 5 – The Role of the IMC in Portraying Values (10 Points)

Analyze the IMC of Your Chosen Organization

The Integrated Marketing Communications (IMC) program should carry a consistent message that aligns with an organization's values. Discuss the role and objectives of the marketing communications within your chosen organization and assess its effectiveness. How does the IMC communicate the organization's values to its stakeholders? Make recommendations for improvement where possible.

Submit your 5-6 page document in the Course Work area at the bottom of the Activity screen. Cite references in APA format where applicable.

Learning Outcome: (6)

Activity Outcomes

- Assess an organization's marketing strategy in relation to its mission and objectives.

Section 6: New Product Development

Keeping It Fresh

The Boston Consulting Group (www.bcg.com) uses a product portfolio model that measures market share and market growth. New product development is vital in this model, as it provides a continuous flow of new product ideas designed to improve profitability and meet organizational objectives. You will review all of your research to date and chart a new direction for your chosen organization. This culminating project will compel you to synthesize your knowledge of the course concepts through the creation of a new product along with a marketing presentation that supports its introduction into the market.

Required Reading:

Kotler & Keller: Chapters 10, 11, 20, 21

Activity 11: New Product Development (20 Points)**Create a New Product and Design a Marketing Presentation**

Refer to the new product development process to design a product that is applicable to your chosen organization. Consider the organizational objectives, generic business strategies, the necessary buyer behaviors, the target market, the marketing mix, and the IMC of your organization. Develop a document that explains and justifies the new product as viable. Present your justification as a written and visual plan. The visual component can be pages in your final document, or a PowerPoint presentation that is a separate file. The audience for your justification document and presentation is your organization's Board of Directors.

Submit your 8-10 page document in the Course Work area at the bottom of the Activity screen. Cite references in APA format where applicable.

Learning Outcome: (2, 3, 4, 5, 6, 7)

Activity Outcomes

- Assess marketing opportunities relative to competition by conducting environmental research.
- Create and modify marketing strategies to position and differentiate products/services and brands.
- Develop marketing strategies relative to the product life cycle (PLC) that will attract the targeted consumer segment utilizing demographic, psychographic, and geographic segmentation strategies.
- Formulate an appropriate marketing mix strategy based upon product, price, place, and promotion.
- Assess an organization's marketing strategy in relation to its mission and objectives.
- Create a new product and supporting marketing strategies to align with an organization's mission and objectives.

Activity 12: Discussion 6 – Course Summation (5 Points)**Final Reflections**

Reflection is a valuable step in the learning process because it offers the Learner an opportunity to make personal connections to the material. Explain how this course has changed your understanding of marketing management. Discuss the concepts and issues that were of greatest interest to you. How do you plan to apply this new knowledge in a professional and academic sense? Post your answer in the Discussion area at the bottom of the Activity screen.

Learning Outcome: (8)

Activity Outcomes

- Reflect on marketing management issues in professional and academic application.

Effective Date:

Copyright (C) 2008 Northcentral University