



MKG425: MARKETING STRATEGY FOR SMALL BUSINESS

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course shall discuss the process for marketing small business products and services. The impact of digital marketing techniques on the small business' effectiveness in marketing will be examined. Students shall analyze the different methods involved in building market share from the inception of a product or service through the consumer-growth cycle as market share increases.

Course Overview:

This course covers product and price development, promotional and sales strategies, public relations plans, and market analyses. You will learn this material through readings, videos, and activities. Your knowledge will be assessed through quizzes, discussion posts, papers, projects, and activities. Your work over the 8 weeks will culminate in a Portfolio Project in which you will create a promotional plan or public relations plan for a small business.

Course Learning Outcomes:

1. Understand product development and modifications for specific markets.
2. Analyze the process of price development and adjustments.
3. Create a promotional strategy for product introduction and expansion, including digital aspects.
4. Select sales strategy and distribution channels.
5. Develop a public relations plan for community involvement and customer service.
6. Analyze changes in consumer behavior from competitive initiatives.
7. Analyze the impact of technology to a global marketplace.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical

problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Boone, L. E., Kurtz, D. L. (2014). *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.

Suggested:

None

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Required Readings

- Boone, L. E., Kurtz, D. L. (2014). Chapter 1 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 2 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Efanny, W., Haryanto, J., Kashif, M., & Widyanto, H. A. (2018). The relationship between marketing mix and retailer-perceived brand equity. *IMP Journal*, 12(1), 192–208.
- Simoneaux, S. L., & Stroud, C. L. (2011). SWOT analysis: The annual check-up for a business. *Journal of Pension Benefits: Issues In Administration*, 18(3), 75-78.
- Tălpău, A. (2014). The marketing mix in the online environment. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 7(2), 53-58.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Required Readings

- American Marketing Association. (2017). Statement of ethics. Retrieved from <https://auth.ama.org/AboutAMA/Pages/Statement-of-Ethics.aspx>
- Boone, L. E., Kurtz, D. L. (2014). Chapter 4 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 6 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 11 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Duralia, O. (2018). Integrated marketing communication and its impact on consumer behavior. *Studies in Business & Economics*, 13(2), 92–102.
- Innocenzo, M. (2018). Marketplaces: An evolution of the customer relationship. *Electric Perspectives*, 43(6), 39.
- Venciūtė, D. (2018). Social media marketing - from tool to capability. *Management of Organizations: Systematic Research*, (79), 131–145.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (90 points)

Option #1: Social Media

In a well-developed presentation, address the following:

- Explain the importance of social media for small businesses.
- Provide at least two examples of how small businesses can use social media to communicate with their customers.
- Explain the difference (if any) between communicating with and promoting to customers.

Your presentation must meet the following requirements:

- Be 10-12 slides in length, including the cover slide and reference slide.
- Include at least 3-4 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Use Prezi, PowerPoint, Google Slides, or a similar program.
- Support your answers with the readings from Module 2 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.
- Refer to the Critical Thinking Rubric in the Module 2 Folder for more information on expectations for this assignment.

Option #2: Customer Relationship Management

In a well-developed presentation, address the following:

- Explain the cost of implementing an effective CRM program for a small business
- Provide at least two types of CRM programs available to a small business
- Provide an argument about whether CRM is important in building customer retention and in acquiring new customers for a small business

Your presentation must meet the following requirements:

- Be 10-12 slides in length, including the cover slide and reference slide
- Include at least 3-4 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Use Prezi, PowerPoint, Google Slides, or a similar program
- Support your answers with the readings from Module 2 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.
- Refer to the Critical Thinking Rubric in the Module 2 Folder for more information on expectations for this assignment.

Mastery Exercise (10 points)

Portfolio Milestone (25 points)

Option #1: Promotional Plan Organization & Research

Option 1 of the Portfolio Project is to create a promotional plan for your friend's small business. This project will be submitted as a 17-20 slide presentation supported by the readings from the text, Modules 1 – 8, and at least four additional scholarly references of your choice. You can read the full description of this project in the Module 8 folder.

The success of a small business is based on its ability to communicate and meet the needs of its target market. One of the most important ways to do this is with a promotional plan. In the past, promotional plans were seen as short-term ways to boost revenues and market share. Current research has shown that promotion is a direct link between customer loyalty and retention. For this reason, small businesses should produce a promotional plan.

The objective of the promotional plan assignment is to gain experience applying a promotional strategy to help your friend's company gain a competitive advantage. This assignment will help you apply and integrate all of the course objectives for MKG425.

First, choose one of the following types of small businesses to create a plan for:

- Local Donut Shop
- Food Truck
- Segway Tour Service
- Dog Walking Business
- Barbershop/Hair Salon

For milestone Portfolio Option #1, you will create a presentation to include the following:

- an introduction to your selected small business including the name of the business, the industry, and a brief description of its promotional needs
- the product or service you will promote
- the type of the promotional activity you will utilize for the project, including at least two social media based promotions

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program
- Be 5-7 slides in length, not including the title slide and reference slide(s).

- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Review the Portfolio Milestone Rubric located in the Module 2 folder for grading details for this assignment.

Option #2: Public Relations Plan Organization & Research

Complete this assignment if you have chosen to do Portfolio Project Option #2. In this Portfolio Milestone, you are asked to create a public relations plan for your friend's small business. This project will be submitted as a 17-20 slide presentation supported by the readings from the text, Modules 1 – 8, and at least four additional scholarly references of your choice. You can read the full description of this project in the Module 8 folder.

The success of a small business is based on its ability to communicate and meet the needs of its target market. One of the most important ways to do this is with a public relations plan. Public relations plans are utilized to introduce a business or help boost its reputation within the industry and the surrounding community. Current research has shown that a company's reputation has a direct link to customer loyalty and retention. For this reason, small businesses should produce a public relations plan.

The objective of the public relations plan assignment is to gain experience applying a public relations strategy to help gain or create competitive advantage. This assignment will help you apply and integrate all of the course objectives for MKG425. The public relations plan assignment will be completed in sections with the final plan (the completed Portfolio Project, Option #2) due in Module 8.

First, choose one of the following types of small businesses to create a plan for:

- Local Donut Shop
- Food Truck
- Segway Tour Service
- Dog Walking Business
- Barbershop/Hair Salon

This week, you will create a presentation that covers the following:

- an introduction to your selected business including the name of the business, the industry, and a brief description of its public relation (PR) needs
- the product or service you will promote in your (PR) campaign
- the type of public relations strategy you will utilize for the
- public relations plan

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program
- Be 5-7 slides in length, not including the title slide and reference slide(s).
- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Review the Portfolio Milestone Rubric located in the Module 2 folder for grading details for this assignment.

Module 3

Required Readings

- Boone, L. E., Kurtz, D. L. (2014). Chapter 16 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 17 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Daks, M. (2017). Old and new media working together: There is a PR and marketing strategy that fits your company, and your budget. *Njbiz*, 30(34), 13.
- Loda, M. D. (2014). Suggesting a more effective way to use the promotional mix in services. *Services Marketing Quarterly*, 35(4), 304–320.
- Luxton, S., Reid, M., & Mavondo, F. (2015). Integrated marketing communication capability and brand performance. *Journal of Advertising*, 44(1), 37-46.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 4

Required Readings

- Aureli, S., Forlani, F., & Pencarelli, T. (2015). Network brand management: issues and opportunities for small-sized hotels. *International Journal of Management Cases*, 17(4), 19-34.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 13 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 14 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Galli, B. J., & Kaviani, M. A. (2017). Are project management and project life cycles affected by marketing and new product development? *Journal of Modern Project Management*, 12–21.

- Reeves, M., Moose, S., & Venema, T. (2014). BCG classics revisited: The growth share matrix.
- Upavasi, S. (2017). Innovative Practices In Marketing. *Aweshkar Research Journal*, 23(2), 142–147.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (95 points)

Option #1: Product Lifecycle for Promotion

In this assignment, focus on the small business you selected for your Portfolio Project. In a well-written paper, cover the following:

- An explanation of the importance of extending the product life cycle for a business using a promotional strategy.
- At least one concept (increasing frequency of use, increasing the number of users, finding new users, and changing package sizes, labels, or product quality) that can be utilized in your promotional plan.

Your paper must meet the following requirements:

- Be 3-4 pages in length, not including the cover page and reference page.
- Support your answers with readings from Module 4 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Format your paper according to the CSU-Global Guide to Writing and APA Requirements. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion. Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the Module 4 Folder for more information on expectations for this assignment.

Option #2: Classification of Consumer Products and Services for Public Relations

In this assignment, focus on the small business you selected for your Portfolio Project. In a well-written paper, cover the following:

- An explanation of the significance of the Classification of Consumer Products or Services and how it impacts your public relations plan.
- A discussion on the type of product or service that is relevant to your business and public relations message.

Your paper must meet the following requirements:

- Be 3-4 pages in length, not including the cover page and reference page.
- Support your answers with readings from Module 4 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Format your paper according to the CSU-Global Guide to Writing and APA Requirements. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Your paper must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the Module 4 Folder for more information on expectations for this assignment.

Mastery Exercise (10 points)

Portfolio Milestone (25 points)

Option #1: Objectives and Image of the Organization

For this module 4 milestone, create a presentation that covers the following:

- The importance and objectives of the small business
- A statement for the Portfolio Project based on the image of the small business (brand)
- Two promotional designs to accompany at least two of your promotional plans/ideas.

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program
- Be 6-8 slides in length, not including the title slide and reference slide(s).
- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Promotional designs should be created on Canva.com and may be included in the presentation or turned in separately with an explanation of the design.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Option #2: Objectives and Image of the Organization

For this module 4 milestone, create a presentation that covers the following:

- The importance and objectives of the organization
- A statement for the Portfolio Project based on the image of the organization (brand)
- Two promotional designs to accompany at least two of your public relations (PR) plans/ideas.

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program
- Be 6-8 slides in length not including the title slide and reference slide(s).
- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Promotional designs should be created on Canva.com and may be included in the presentation or turned in separately with an explanation of the design.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section

should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.

- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Module 5

Required Readings

- Ball, E. (2017). Marketing segmentation: The nitty gritty. *Point of Beginning*, 43(2), 24–26.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 9 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 10 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Gholston, K., Kuofie, M., & Hakim, A. C. (2016). Social media for marketing by small businesses. *Journal of Marketing & Management*, 7(1), 24–39.
- Poynter, R. (2014). Mobile market research, 2014. *International Journal of Market Research*, 56(6), 705-707.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (95 points)

Option #1: Research for Promotional Plan

In a well-written paper, compare and contrast three marketing research methods. Explain the validity of each for a small business of your choice and its use in your promotional plan.

Your paper must meet the following requirements:

- Be 3-4 pages in length, not including the cover page and reference page.
- Support your answers with readings from Module 5 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Format your paper according to the CSU-Global Guide to Writing and APA Requirements. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Your paper must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the Module 5 Folder for more information on expectations for this assignment.

Option #2: Research for Public Relations

In a well-written paper, compare and contrast three marketing research methods. Explain the validity of each for a small business of your choice and its use in the public relations plan.

Your paper must meet the following requirements:

- 3-4 pages in length, not including the cover page and reference page.

- Support your answers with readings from Module 5 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Be sure to follow the CSU. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the Module 5 Folder for more information on expectations for this assignment.

Mastery Exercise (10 points)

Module 6

Required Readings

- Boone, L. E., Kurtz, D. L. (2014). Chapter 5 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 7 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 8 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Jyotiram Gaikwad, M., & Kate, P. H. (2016). E-marketing: A modern approach of business at the door of consumer. *CLEAR International Journal of Research in Commerce & Management*, 7(9), 56–61.
- PR Newswire. (2015, January 28). Small businesses embrace social media in their content marketing. PR Newswire US.
- Quackenbos, D., Ettenson, R., Roth, M. S., & Auh, S. (2016). Does your company have what it takes to go global? *Harvard Business Review Digital Articles*, 2–6.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (90 points)

Option #1: B2B Collaboration

In this assignment, you will read and respond to the case study titled “Zappos Offers Insights to Other Businesses,” located on page 235 in your Boone and Kurtz textbook, *Contemporary Marketing*.

In a well-written paper, address the following:

- Describe the buyer-seller relationship between Zappos Insights and its business clients.
- Explain how would you classify the business market demand for Zappos Insights training?

Your paper must meet the following requirements:

- Be 3-4 pages in length, not including the cover page and reference page.
- Support your answers with readings from Module 6 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library. is a great place to find these resources!
- Format your paper according to the CSU-Global Guide to Writing and APA Requirements. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion.

- Your paper must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage.

Refer to the Critical Thinking Rubric in the Module 6 Folder for more information on expectations for this assignment.

Option #2: E-Marketing

In this assignment, you will read and respond to the case study titled "Hubway: Boston's Online Bike-Sharing System," located on page 165 of your Boone and Kurtz textbook, Contemporary Marketing.

In a well-written paper, address the following.

- Describe the benefits and potential drawbacks of e-marketing for Hubway.
- Thus far, Hubway essentially engages in business-to-consumer (B2C) e-marketing. Cite one or two examples of ways in which Hubway might branch out into business-to-business (B2B) e-marketing.

Your paper must meet the following requirements:

- Be 3-4 pages in length, not including the cover page and reference page.
- Support your answers with readings from Module 6 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Format your paper according to the CSU-Global Guide to Writing and APA Requirements. Your paper must include an introduction, a body with at least two fully developed paragraphs, and a conclusion.
- Your paper must be clearly and well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage

Refer to the Critical Thinking Rubric in the Module 6 Folder for more information on expectations for this assignment.

Mastery Exercise (10 points)

Portfolio Milestone (25 points)

Option #1: Identify Target Market and Needs for Promotional Plan

Create a presentation that covers the following:

- Identify the specific individuals in need of your business's product or service
- Discuss decision criteria and the people involved in the decision-making process
- Match the business's objectives with the customer's needs and wants
- Determine the financial implications of the plan

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program.
- Be 7-10 slides in length, not including the title slide and reference slide(s).
- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!

- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Continue revising your presentation and prepare for the final revision due in Module 8. Your final presentation should be a combination of each milestone and should present as one clear and cohesive promotional strategy.

Option #2: Identify Target Market and Needs for Public Relations Plan

Create a presentation that covers the following:

- Identify the specific individuals in need of your business's product or service.
- Discuss decision criteria and the people involved in the decision-making process.
- Match the business's objectives with the customer's or stakeholder's needs and wants.
- Determine the financial implications of the plan.

Your presentation must meet the following requirements:

- Be created using Prezi, PowerPoint, Google Slides or a similar program
- Be 7-10 slides in length, not including the title slide and reference slide(s).
- Include at least 5-6 sentences of speaker's notes per slide. For PowerPoint, these sentences can be in the notes section. For other presentation programs, they can be submitted separately.
- Support your answers and suggestions with at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Continue revising your paper and prepare for the final revision due in Module 8. Your final presentation should be a combination of each milestone and should present as one clear and cohesive public relations plan.

Module 7

Required Readings

- Bellin, H. (2016). Which marketing channel is right for your company? *Journal of Marketing Channels*, 23(3), 157–161.
- Bellin, H. (2017). A useful toolbox for marketing channel managers. *Journal of Marketing Channels*, 24(3/4), 204–207.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 14 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 15 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Messina, M. J., & Zimmerman, M. M. (2018). The importance for colleges and universities teaching both marketing and operations management courses to effectively link the material with a course in supply chain management. *Marketing Management Association Annual Conference Proceedings*, 46–50.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Required Readings

- Boone, L. E., Kurtz, D. L. (2014). Chapter 18 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Boone, L. E., Kurtz, D. L. (2014). Chapter 19 in *Contemporary marketing* (17th ed.). Mason, OH: South Western, Cengage Learning.
- Edwards, H. (2016). Pricing pioneers. *Campaign*, 39.
- Gerstein, M., & Friedman, H. H. (2015). Smart pricing strategies for the internet age: A primer. *Journal of Accounting & Finance*, 15(2), 25–36.
- Shapiro, S., & Drayer, J. (2018). Paying the price: Examining consumer response to pricing strategy. *Sport & Entertainment Review*, 4(2), 27–32.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (275 points)

Option #1: Promotional Plan

For Option #1, you will create a promotional plan presentation for a friend's small business. Your friend is pursuing their dream of opening up their own small business. Since they do not have marketing experience, they have recruited your help. They have asked for your assistance to communicate their business's benefits based upon the needs of the buyer. This plan needs to be logical and convincing, with a strategy to communicate the company's benefits in such a way that it will persuade buyers or clients about the worth of your friend's business product or service.

The success of your friend's small business is based on your ability to communicate the needs of their target market. One of the best ways you can help your friend is by creating a promotional plan presentation. In the past, promotional plans were seen as short-term ways to boost revenues and market share. Current research has shown that promotion is a direct link between customer loyalty and retention. It is for this reason you need to produce a promotional plan for your friend's small business.

The object of the promotional plan presentation is to gain experience applying a promotional strategy to help a small business gain a competitive advantage. This assignment will help you apply and integrate all of the course objectives for MKG425. The promotional plan presentation will be completed in

sections (these will be Portfolio Milestones that are due throughout the course- see below for a list of deliverables). The final presentation is due in Module 8.

Preliminary Deliverables (Portfolio Milestones) for Option #1

The following pieces of the plan will be due throughout the course for those of you who chose to complete Portfolio Project Option #1.

Module 2 Milestone: Identifying the organization and plan for Portfolio Project

- Choose one of the following types of small businesses to create a plan for:
 - Local Donut Shop
 - Food Truck
 - Segway Tour Service
 - Dog Walking Business
 - Barbershop/Hair Salon
- Help your friend by creating a name for their small business
- Evaluate the business and its needs
- Examine the difference between a Promotional Plan and a Public Relations Plan
- Identify which plan is most crucial for the success of the small business
- Identification of the promotional activity or public relations used in the plan.

Module 4 Milestone: Branding the organization

- Communicating the importance and objectives of the business
- Develop a statement for the Portfolio Project based on the image of the organization (brand)

Module 6 Milestone: Identify Target Market and Needs

- Identify the specific individuals in need of your business's product or service
- Discuss decision criteria and the people involved in the decision-making process
- Match the business's objectives with the customer's needs and wants
- Determine the financial implications of the plan

The Final Promotional Plan for Option #1

Your final plan must contain the following elements:

- Promotional statement - Succinctly state your plan's overall objectives (purpose and need).
- Target market - Identify your target market and develop the optimal marketing mix to reach your potential customers.
- Statement of goals and objectives - Explain the advantage your business will have with the integration of the promotional plan. Goals should be specific and measurable.
- Promotional strategy - Identify the specific promotional activities the business will use to reach customers (advertising, sales promotion, personal selling, and direct marketing).
- Implementation - Explain the stages and key success factors that are necessary for a successful plan.
- Timeline – Provide the timelines for the specific promotional activities to occur.
- Budget – Provide a budget and 12-month income statement (revenues and costs) on the proposed promotional plan. Show how your plan is feasible based on financial projections.
- Evaluate – Provide details of how this plan is evaluated from success to failure. In other words, provide scenarios or key drivers to help determine the plan's success.
- Supplement – At least two promotional designs to accompany the promotional plan. These can include but are not limited to: logos, signage, coupons, print advertisement, social media designs, etc.

Your presentation must meet the following requirements:

- Be 17-20 slides in length, not including the title slide and reference slide(s). Your presentation should include slides from each of your milestone presentations but with only one title slide and a combined reference slide. It should present as one clear and cohesive presentation.
- Support your suggestions and information with readings from Modules 1-8 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

Option #2: Public Relations Plan

For Option #2, you will create a promotional plan presentation for a friend's small business. Your friend is pursuing their dream of opening up their own small business. Since they do not have marketing experience, they have recruited your help. They have asked for your help to communicate their business's benefits written with the needs of stakeholders in mind. This plan needs to be logical and convincing, with a strategy to communicate the company's benefits in such a way that it will persuade potential clients about the worth of your business's product or service to do business with your company.

The success of your friend's small business is based on your ability to communicate the needs of their target market. One of the best ways you can help your friend is by creating a public relations plan presentation. Public relations plans are utilized to introduce a business and help boost its reputation within the industry and the surrounding community. Current research has shown that a company's reputation has a direct link to customer loyalty and retention. It is for this reason you need to produce a promotional plan for your friend's small business.

The object of the public relations plan presentation is to gain experience applying a public relations strategy to help a small business gain a competitive advantage. This assignment will help you apply and integrate all of the course objectives for MKG425. The promotional plan presentation will be completed in sections (these will be Portfolio Milestones that are due throughout the course- see below for a list of deliverables). The final presentation is due in Module 8.

Preliminary Deliverables (Portfolio Milestones) for Option #2

The following pieces of the plan will be due throughout the course for those of you who chose to complete Portfolio Project Option #2.

Module 2 Milestone: Identifying the organization and plan for Portfolio Project

- Choose one of the following types of small businesses to create a plan for:

- Local Donut Shop
- Food Truck
- Segway Tour Service
- Dog Walking Business
- Barbershop/Hair Salon
- Help your friend by creating a name for their small business
- Evaluate the business and its needs
- Examine the difference between a Promotional Plan and a Public Relations Plan
- Identify which plan is most crucial for the success of the small business
- Identification of the business, including the name of the business, the industry, and a brief description of its Public Relations needs.
- Identification of the promotional activity or public relations used in the plan.

Module 4 Milestone: Branding the organization

- Communicating the importance and objectives of the organization
- Develop a statement for the Portfolio Project based on the image of the organization (brand)

Module 6 Milestone- Identify Target Market and Needs

- Identify the specific individuals in need of your business's product or service.
- Discuss decision criteria and the people involved in the decision-making process.
- Match the business's objectives with the customer's or stakeholder's needs and wants.
- Determine the financial implications of the plan.

Final Public Relations Plan, Option #2

Your plan must meet the following requirements and include these elements:

- Public Relations statement - Succinctly state your plan's overall objectives (purpose and need).
- Target market - Identify your target market and develop the optimal marketing mix to reach your potential customers and stakeholders.
- Statement of goals and objectives - Explain the advantage your business will have with the integration of the Public Relations plan. Goals should be specific and measurable.
- Public Relations Strategy - Identify the specific activities the business will use to reach customers and stakeholders (Remember key media such as print publications, radio talk shows, television talk shows, blogs, social media, television, and radio news).
- Implementation - Explain the stages of implementation as well as key factors that are necessary to use with the various media.
- Timeline – Provide the timelines during which the specific public relations activities will occur.
- Budget – Provide a budget and 12-month income statement (revenues and costs) on the proposed Public Relations plan. Show how your plan is feasible based on financial projections.
- Evaluate – Provide details of how this plan is evaluated from success to failure. In other words, provide scenarios or key drivers to help determine the plan's success.
- Supplement – At least two promotional designs to accompany the public relations plan. These can include but are not limited to: logos, signage, coupons, print advertisement, social media designs, partnership events, etc.

Your presentation must meet the following requirements:

- Be 17-20 slides in length, not including the title slide and reference slide(s). Your presentation should include slides from each of your milestone presentations but with only one title slide and a combined reference slide. It should present as one clear and cohesive presentation.

- Support your suggestions and information with readings from Modules 1-8 and at least three scholarly journal articles (at least one of which is peer-reviewed). The CSU-Global Library is a great place to find these resources!
- Since this is a presentation, slides should not be too lengthy but instead they should appear concise and to the point. However, a detailed description should be included in the comment/notes portion of each slide, or submitted separately. This detailed notes section should be written in complete sentences and needs to discuss each bullet/point on the slide thoroughly, as you would present the information in person.
- Your presentation must be well written using excellent grammar and style techniques. Be concise. Be logical. You are being graded in part on the quality of your writing. If you need assistance with your writing style, start with Tools for Effective Writing at the CSU-Global Library, accessible from the Library's homepage. Bullet points are allowed on the presentation slides, however, the description/note associated with each slide needs to be written in full sentences and must include enough detail to clearly explain each slide.

Refer to the Portfolio Project grading rubric available in the Module 8 Folder for information on grading details.

COURSE POLICIES

Course Grading

20% Discussion Participation
37% Critical Thinking Assignments
0% Opening Exercises
8% Mastery Exercises
35% Final Portfolio Project

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our **[In-Classroom Student Policies and Guidelines](#)** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.