

Syllabus

Course Overview

Course Overview

In this course, you will develop an understanding of the fundamentals of marketing and sales. You will work with the 4 Ps (product, place, price, and promotion) as you analyze a complete marketing plan and sales strategy, as well as what some call the fifth P: panache—or that creative flair that really sets a product apart. You will think about market research and planning, product differentiation and positioning, marketing communications, differences between consumer and business markets, and relational marketing and sales strategy. You will also prepare a marketing analysis of the marketing mix for a company and an associated product.

In this course, you will look at marketing for all sizes and types of organizations, concentrating on the fundamentals. Marketing is not a subject in which you can "learn it all in a single course," but you can get a good start in the right direction as you consider how to weave marketing into the overall implementation of your business strategies.

Assignments

Week 3: Examine the product portion of your marketing analysis. 20% of grade. *Scoring Guide*

Week 5: Understand the place analysis of a product and evaluate its pricing strategy. 20% of grade. *Scoring Guide*

Week 7: Analyze the promotion aspect of your marketing analysis. 20% of grade. *Scoring Guide*

Week 9: Use your marketing analysis to create a complete sales plan with specific components. 20% of grade. *Scoring Guide*

Discussions

Participation in discussions will count for 20% of your final grade.

Week 1: Pay attention to companies' strategies to capture your attention and analyze their efforts.

Week 2: Identify three sources of secondary research that would be helpful to company that is analyzing its business decisions.

Week 3: Create a SWOT analysis of the company you chose in Week 2.

Week 4: Using a reading from the week, analyze how a company uses market segmentation in its sales strategy.

Week 5: Examine the pricing of three products or services you use.

Week 6: Consider whether the laws of marketing proposed in a textbook reading still apply today.

Week 7: Analyze the promotional efforts of three different companies.

Week 8: Describe three trends in marketing and how they will affect the sales profession.

Week 9: Research and describe how businesses approach their sales processes.

Course Competencies

(Read Only)

To successfully complete this course, you will be expected to:

- 1 Examine the basic marketing models for a business or organization.
- 2 Relate the importance of an integrated marketing program to the economic impact of a business.
- 3 Examine the relationship of basic marketing strategies to business success.
- 4 Apply effective marketing planning and implementation.
- 5 Develop a sales plan.

- 6 Evaluate management implications of marketing and sales plans.

Course Prerequisites

There are no prerequisites for this course.

Syllabus >> Course Materials

Required

The materials listed below are required to complete the learning activities in this course.

Integrated Materials

Many of your required books are available via the VitalSource Bookshelf link in the courseroom, located in your Course Tools. Registered learners in a Resource Kit program can access these materials using the courseroom link on the Friday before the course start date. Some materials are available only in hard-copy format or by using an access code. For these materials, you will receive an email with further instructions for access. Visit the [Course Materials](#) page on Campus for more information.

Book

Lamb, C. W., Hair, J. F., & McDaniel, C. (2019). *MKTG 12* (12th ed.). Boston, MA: Cengage Learning. ISBN: 9781337407588.

Ries, A., & Trout, J. (1994). *The 22 immutable laws of marketing: Violate them at your own risk!* New York, NY: HarperCollins Publishers. ISBN: 9780887306662.

Library

The following required readings are provided in the Capella University Library or linked directly in this course. To find specific readings by journal or book title, use [Journal and Book Locator](#). Refer to the [Journal and Book Locator library guide](#) to learn how to use this tool.

- Business Source Complete. (2006, May). [Chapter 5: Conducting the SWOT analysis](#). *Strategic Customer Planning*, 131–144.

External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- Amico, S. (n.d.). [Sales and marketing promotion strategy](https://smallbusiness.chron.com/sales-marketing-promotion-strategy-3256.html). Retrieved from <https://smallbusiness.chron.com/sales-marketing-promotion-strategy-3256.html>
- Business Jargons. (n.d.). [Marketing environment](https://businessjargons.com/marketing-environment.html). Retrieved from <https://businessjargons.com/marketing-environment.html>
- Chamber of Commerce of Metropolitan Montreal. (n.d.). [Forecast and plan your sales](https://www.infoentrepreneurs.org/en/guides/forecast-and-plan-your-sales/). Retrieved from <https://www.infoentrepreneurs.org/en/guides/forecast-and-plan-your-sales/>
- eBizUniverse (n.d.). [The power of marketing in the past 20 years](https://www.ebizuniverse.com/the-power-of-marketing-in-the-past-20-years/). Retrieved from <https://www.ebizuniverse.com/the-power-of-marketing-in-the-past-20-years/>
- Hatch, C. (2018). [Positioning in marketing: Carving out your business niche](https://www.disruptiveadvertising.com/marketing/positioning-in-marketing/). Retrieved from <https://www.disruptiveadvertising.com/marketing/positioning-in-marketing/>
- Kanter, J. (2019). [12 steps to start a career in marketing](https://gettinggrowth.com/career-in-marketing/). Retrieved from <https://gettinggrowth.com/career-in-marketing/>
- Learn How to Become. (n.d.). [Marketing degrees and careers: How to work in marketing](https://www.learnhowtobecome.org/finance-business-careers/marketing/). Retrieved from <https://www.learnhowtobecome.org/finance-business-careers/marketing/>
- MacDonald, S. (2020). [21 powerful sales techniques \(backed by scientific research\) \[Blog\]](https://www.superoffice.com/blog/science-based-selling/). *SuperOffice*. Retrieved from <https://www.superoffice.com/blog/science-based-selling/>
- Morrow, J. (2011). [6 ways to sell without selling your soul \[Blog\]](https://copyblogger.com/online-sales-techniques/). Retrieved from <https://copyblogger.com/online-sales-techniques/>
- Parsons, N. (2018). [What is a SWOT analysis, and how to do it right \(with examples\) \[Blog\]](#). null
- Patel, S. (2017). [6 ways to motivate your sales team](https://www.inc.com/sujan-patel/6-ways-to-motivate-your-sales-team.html). Retrieved from <https://www.inc.com/sujan-patel/6-ways-to-motivate-your-sales-team.html>
- Plaksij, Z. (2020). [Sales process: A roadmap to better sales performance \[Blog\]](https://www.superoffice.com/blog/sales-process/). *SuperOffice*. Retrieved from <https://www.superoffice.com/blog/sales-process/>
- Porta, M. (n.d.). [How to define your target market](https://www.inc.com/guides/2010/06/defining-your-target-market.html). Retrieved from <https://www.inc.com/guides/2010/06/defining-your-target-market.html>
- Profita, M. (2019). [10 jobs for marketing major graduates](https://www.thebalancecareers.com/top-jobs-for-marketing-majors-2064050). Retrieved from <https://www.thebalancecareers.com/top-jobs-for-marketing-majors-2064050>
- Salesforce. (n.d.). [Sales 2020: A look at the future of sales organizations \[Video\]](https://www.salesforce.com/video/267331/). Retrieved from <https://www.salesforce.com/video/267331/>
- The Chartered Institute of Marketing. (2008). [Forecast and plan your sales](https://webarchive.nationalarchives.gov.uk/20080109171256/http://www.businesslink.gov.uk/bdotg/action/layer?r.l1=1073861169&topicId=1073901350&r.l2=1073858827&r.s=tl). Retrieved from <https://webarchive.nationalarchives.gov.uk/20080109171256/http://www.businesslink.gov.uk/bdotg/action/layer?r.l1=1073861169&topicId=1073901350&r.l2=1073858827&r.s=tl>
- Tow, H. (n.d.). [The 4 main types of market segmentation \(+how to implement it in your marketing strategy\)](https://learn.g2.com/market-segmentation). Retrieved from <https://learn.g2.com/market-segmentation>

Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

Unit 1 >> Marketing Principles and the Marketing Environment

Introduction

We Live in a Marketing-Driven World

This family is out on one of their weekly shopping excursions for various items. What will they purchase? How do they select the products and brands that will meet their family's needs? What influences their purchasing decisions?

Your own experiences as a shopper, whether in store or online, provide invaluable marketing insights that will help you this week to understand and relate to everyday life the fundamentals of the marketing mix and the marketing environment. As you explore this week's content, look at how companies work hard to attract your attention and your hard-earned dollars.

To-Do List:

- **Discussion:** Explore how marketing impacts your everyday life.
- **What You Need to Know:** Read about the marketing environment and the marketing mix in your text and other resources.

Learning Activities

u01s1 - Activity Overviews

Discussion Overview

Your discussion this week centers on exploring how marketing affects you and your family. Whether you realize it or not, we live in a marketing bubble, with companies always trying to grab our attention.

u01s2 - What You Need to Know

Marketing 101: What Is It?

All of us have a perspective of marketing from the role of a consumer, but have you ever thought about the media and messages behind the products and services you use every day?

What does the term *marketing* mean to you? Many people think marketing means personal selling. Others think it means advertising. Still others believe marketing has to do with making products available in stores, arranging displays, and maintaining inventories of products for future sales. Actually, marketing includes all of these activities and more.

Read the following for more information:

- Chapters 1 and 4 in your *MKTG 12* text.
- Business Jargons. (n.d.). [Marketing environment](https://businessjargons.com/marketing-environment.html). Retrieved from <https://businessjargons.com/marketing-environment.html>

All of a company's marketing activities revolve around the target market. Consider the target market to be like the hub of a wheel—everything revolves around it. Read more:

- Porta, M. (n.d.). [How to define your target market](https://www.inc.com/guides/2010/06/defining-your-target-market.html). Retrieved from <https://www.inc.com/guides/2010/06/defining-your-target-market.html>

The article below gives a great example of the role that positioning plays in marketing decisions. It is not a product's location on a shelf that's most important but how the company wants to position its product in the minds of the consumer compared to the competition:

- Hatch, C. (2018). [Positioning in marketing: Carving out your business niche](https://www.disruptiveadvertising.com/marketing/positioning-in-marketing/). Retrieved from <https://www.disruptiveadvertising.com/marketing/positioning-in-marketing/>

The 4 Ps

Your assignments in this course build on the 4 Ps of marketing, also known as the marketing mix. Make sure you are familiar with this concept before you begin building your assignments.

Overview

Every day, from the moment you wake up until you put your head on the pillow at night, you are surrounded with the marketing mix and affected by the marketing environment. Companies are continually trying to grab your attention, prompt a purchase, and gain your brand loyalty.

Understanding and tracking the marketing environment is a critical marketing function, with focus on the customer at the center of the organization's attention. The organization can, and usually does, adjust its products, pricing, promotion, and place (distribution), both to meet consumer needs and to react to external forces. Product, pricing, promotion, and place are commonly referred to as the 4 Ps.

As you investigate each P in this section, think about the function with which you are most and least familiar.

Product

The product variable deals with the development of products and services that address consumer needs and wants. This includes product names, brand decisions, warranties, and other services associated with the product.

Place

Products and services must be made available to consumers when and where they need them. Marketing decisions in this area include inventory levels, distribution methods, retail outlet decisions, and wholesaler agreements.

Price

Marketing decisions surrounding the pricing of products and services include an evaluation of the value the consumer receives in exchange for money, discount promotions, and overall pricing objectives and positioning.

Promotion

Promotion includes sales activity, advertising, public relations, training materials, and other communication tools for the marketer.

Panache

Although not one of the official 4 Ps, panache is what sets a product apart—what makes people feel as though they *need* it in their lives. Panache enables customer loyalty, buzz, word-of-mouth marketing, and brand awareness. Bottom line: the easiest way to market is by letting a product sell itself. The best way to market successfully is by starting with a great product.

u01d1 - Write Your Discussion Post

Marketing and Your Life

Whether you realize it or not, marketing affects your everyday life in some manner. Companies are constantly using marketing messages to try to grab your attention and prompt a response. For this discussion, for a couple of days pay attention to the companies trying to attract your attention. Watch your mail, email, phone calls, and TV advertisements.

- Who is marketing to you?
- Do you agree you are their target market?
- What do you think is the intent and purpose of their marketing efforts?

Response Guidelines

Review at least two other learners' posts and provide comments that include positive feedback and suggestions for improvements. If possible, choose those learners who have not received feedback. Be sure to address any questions they included with their discussion post.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 2 >> Market Research

Introduction

The Need for Research

Last week, we talked about a family and how marketing affected their everyday lives and buying decisions. These decisions don't happen by accident. Companies use marketing research to learn

more about consumers, what their preferences are and what prompts buying actions. How do companies conduct their research to learn this valuable information so they can best attract their target market? Then what do they do with it?

In one way or another, all companies conduct market research for a number of reasons. Maybe they want to learn more about the habits of their consumers. Maybe they want to learn more about the demographic data in their regions or explore new product or service ideas.

This week, you will look at the purpose and methods of marketing research as you learn about the various types of market research and the role strategy plays in marketing strategy planning.

To-Do List:

- **Discussion:** Discuss market research as you determine the types of secondary research useful to various industries.
- **What You Need to Know:** Read about the role, importance, and types of market research in your text and other resources.
- **Prepare:** Get ready for next week's assignment.

Learning Activities

u02s1 - Activity Overviews

Discussion Overview

Your discussion this week centers on exploring how research is valuable to companies and the differences between primary and secondary research in a number of industries.

u02s2 - What You Need to Know

Market research is defined as the process of systematically and objectively gathering information to aid in making marketing (and other) decisions. The reasons for market research are endless and important to the long-term success of a company. Fortunately, companies don't need to do this all on their own. By using primary and secondary data, companies are well on their way to obtaining all the information they need to make those critical marketing decisions.

Read the following to learn more about the types, purpose, and uses for marketing research:

- Chapter 9 in the *MKTG 12* text.

In the world of marketing, little is more important than knowing and understanding your target market. This reading will help you learn more about it:

- Porta, M. (n.d.). [How to define your target market](https://www.inc.com/guides/2010/06/defining-your-target-market.html). Retrieved from <https://www.inc.com/guides/2010/06/defining-your-target-market.html>

u02d1 - Write Your Discussion Post

Market Research

Market research is essential to making sound business decisions, especially in regard to marketing. Conducting market research involves digging into secondary and primary research. For this discussion, focus on secondary research—that is, information found outside a company such as industry experts, associations, and companies that specialize in collecting data that can be used for research and decision making.

Pick a company in the specified industry that follows and that corresponds to the first letter of your last name. Then identify three possible sources of secondary research that would be valuable to that company and explain why those sources are useful for decision making.

- A–C: Airlines.
- D–F: Food and beverages; restaurants; food manufacturing.
- G–I: Automotive dealers, suppliers.
- J–L: Retailing hospitality; casinos; cruise lines; hotels; resorts.
- M–O: Communications or electronics; computers; computer software.
- P–R: Entertainment industry; cable and satellite TV production and distribution; motion picture production and distribution.
- S–T: Technology; telecommunications; phone companies.
- W–Z: Healthcare; pharmaceuticals or health products; nutritional and dietary supplements; drug manufacturers.

Response Guidelines

Review at least two other learners' market research strategies and provide comments that include positive feedback and suggestions for improvements. Choose those learners who have not received feedback.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u02s3 - Prepare: Assignment Preparation

Next week, you will begin to work on three assignments that make up a marketing analysis, so take time this week to pick a company that makes or sells products. Try to avoid well-known companies like Apple or Ford. Do *not* choose a service-oriented company. If you are in doubt about your chosen company and if it will work for the project, please ask your instructor.

u02v1 - Interactive Learning Module: Zippy Toys: Marketing Research

For this activity, you will help the newly hired manager of a toy company to make smart strategic marketing decisions.

This activity is ungraded and will help you apply your learning this week.

Course Resources

[Zippy Toys: Marketing Research](#) | Transcript

Unit 3 >> Marketing Mix: Product

Introduction

The Marketing Mix: Product

This is a familiar sight isn't it? You are at the store to buy groceries, and you are presented with a vast array of options—lots of different products in a variety of brands, all hoping to end up in your cart and become part of your regular shopping list.

Why do you pick some of the brands that you do? How are various brands categorized and prioritized in your mind and how do they affect your purchase decisions? There are many factors behind product selections.

This week, you will learn more about the first P in the marketing mix: product. You will also create a strengths, weaknesses, opportunities, and threats (SWOT) analysis to help make marketing decisions.

- **Discussion:** Explore and share results of creating a SWOT analysis.
- **Assignment:** Complete the first part of your market analysis by creating a product analysis of your chosen company.
- **What You Need to Know:** In your text and other resources, read about the first P of the marketing mix, product, and the purpose of a SWOT analysis. Begin to read the Ries and Trout book.

Learning Activities

u03s1 - Activity Overviews

Discussion Overview

Your discussion this week will allow you to see the value and purpose of the SWOT analysis by doing your own analysis.

Assignment Overview

In this week, you will begin a marketing analysis for a chosen company by focusing on the product component of the 4 Ps.

u03s2 - What You Need to Know

Why do you pick some of the brands that you do? How are various brands categorized and prioritized in people's minds and how do they affect purchase decisions? Many factors are behind our product selections. It could be habit, reputation in the marketplace, or perhaps even a purchase selection influenced by social media. Consider your own buying habits and product choices. Why do you choose the product and brands that you use every day? Consider your own buying habits as you walk through your home. Look at the brands you purchase—these are potentially brands you have bought for years. There is probably a reason why you selected each product over the competition—that isn't by accident.

Companies have a specific messaging product strategy for each of their products and for the way that message is communicated to you, the target market. How do brands position themselves in the market? That is, how does each brand compare to others in the mind of the consumer? This is also a deliberate act on the part of the company. The central focus of a marketing program will be on a product or service for which the integrated marketing effort will summarize the essence of that product or service. All of this will include the company, competition, and customer requirements. Design, product positioning, and other elements are part of product line management's efforts to maintain a unique set of values in the customer's mind, either carving out a niche or maintaining market share leadership against the onslaught of competitive products.

Marketing Mix—Product

The text this week provides wonderful explanations of the first P of the marketing mix—the product. This will help you visualize the concepts to help you complete this week's assignments:

- Read Chapters 2 and 10 in the *MKTG 12* text.

SWOT

A SWOT analysis is a concept that you will see come up in more courses. It is an excellent tool that helps create a visual picture of a company from both an internal and external perspective. The following resources will be helpful in understanding SWOT:

- Read [Chapter 5: "Conducting the SWOT analysis."](#)
- Read the [What is a SWOT analysis, and how to do it right \(with examples\) \[Blog\]](#) post on SWOT analysis.

Laws of Marketing

In *The 22 Immutable Laws of Marketing*, authors Ries and Trout offer a compendium of 22 innovative rules for understanding and succeeding in the international marketplace. You will begin reading it this week.

- Read Chapters 6–10.

u03a1 - Product Analysis

Overview

This week kicks off the first part of your marketing analysis of the first P (product) with an in-depth examination of your marketing analysis. You will look in detail at how the company maximizes the branding of the product and competition, and how the company positions the product in the marketplace.

Instructions

As an attachment to this assignment, submit your analysis of the first P for your chosen company's product or service. The central focus of a marketing program is on the product. It is the sole basis and driving force behind all marketing activities and what excites a target market. Your product analysis should include the company, competition, and target market requirements. In your analysis, evaluate the following:

- Explain the product and company's primary target market. What are the niche characteristics of the product and the traits of the company's primary target market?
- Identify and describe the competition and the overall marketing environment.
- Evaluate how this product is positioned in the marketplace and the influence the brand has on its product category.
- Assess how the company's marketing strategies for this product affect its business success. What would you recommend the company do in terms of this product to assure its long-term success?
- Cite any resources you use.

Note: Your instructor may use the [Writing Feedback Tool](#) when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Additional Requirements

- **Written communication:** Communication should be clear and well organized, and support a central idea, with no technical writing errors, as expected of a business professional.
- **References:** References and citations are formatted in consistent style, with a preference for using [APA Style and Formatting](#).
- **Number of resources:** Use a minimum of three scholarly resources related to the content of the assignment.
- **Length of paper:** Approximately 2–3 typed, double-spaced pages, in addition to the title and references pages.
- **Font and font size:** Times New Roman, 12 point.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- Competency 1: Examine the basic marketing models for a business or organization.
 - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.
- Competency 3: Examine the relationship of basic marketing strategies to business success.
 - Evaluate product strategies to business success.
- Competency 4: Apply effective marketing planning and implementation.
 - Describe the product and their target market.
 - Discuss branding of the product, including intended audience and product positioning.
 - Describe competition for product and the marketing environment.

u03d1 - Write Your Discussion Post

SWOT Analysis

Using this week's resources, create a SWOT analysis for the same company you used in the Week 2 discussion.

Response Guidelines

In your responses to other learners, compare and contrast your outcomes and discuss the value of this type of analysis.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 4 >> Market Segmentation

Introduction

Market Segmentation

You just bought a new house. You are getting all settled in, and suddenly you are getting many offers for refinancing and home improvement—new credit cards seemingly out of the blue. Is that the case, though? Not really. You now belong to a valuable marketing segment popular with many companies looking to grab your interest for products and services you need for that new home.

Understanding and recognizing the way companies segment their overall target market is key to making the most of a marketing budget. How do companies determine what is important to them? During this week, you will learn about the various components of marketing segments and explore the various stages of the product life cycle.

- **Discussion:** Explore how various companies segment themselves into the four common groups: geographic, demographic, psychographic, and behavioral.
- **What You Need to Know:** In your text and other resources, read about market segmentation and the product life cycle.
- **Interactive Learning Module:** Complete an ungraded, interactive assessment in which you play the role of a corporate marketing professional.

Learning Activities

u04s1 - Activity Overviews

Discussion Overview

Your discussion this week will allow you to practice what you have learned in your readings and resources by exploring how various companies segment their target markets.

u04s2 - What You Need to Know

Targeting and Segmenting Markets

Within a market, a market segment is a subgroup of people or organizations sharing one or more characteristics that cause them to have similar product needs. Reading the following resources will explore this in more detail:

- Chapter 8 in the *MKTG 12* text

- Tow, H. (n.d.). [The 4 main types of market segmentation \(+how to implement it in your marketing strategy\)](https://learn.g2.com/market-segmentation). Retrieved from <https://learn.g2.com/market-segmentation>

Product Life Cycle

Products have a life span, just people. The product life cycle (PLC) is a biological metaphor that traces the stages of a product's acceptance, from its introduction (birth) to its decline (death). A product progresses through four major stages: introduction, growth, maturity, and decline.

- Read Chapter 11, pages 210–213, and pages 286–287, "Stages in the Product Life Cycle," in the *MKTG 12* text.

Laws of Marketing

Continue to read and learn more about the various laws of marketing. How do you see these laws used in your favorite companies?

- Read Chapters 11–15 in Ries and Trout, *The 22 Immutable Laws of Marketing*.

Market Segmentation

Market segmentation refers to the division of markets into logical pieces. Markets can be divided into consumer markets and organizational or business-to-business markets, in which products are often bought either for use in making other products or for institutional use. Consumer markets are often divided using a variety of variables, including demographic variables, psychographic variables, geographic variables, and behaviorist variables, as ways to break up the total consumer pie. With identification of each market segment, clear marketing strategy decisions can be made.

Market segmentation can be considered like pieces of a pie that form an overall target market. Look at market segmentation with one of the most popular products in the world—Coca-Cola. Use the following segmentation variables in your analysis:

- Demographic: All genders, all income levels.
- Psychographic: sweet, caffeinated beverage seekers, not health conscious.
- Geographic: Mass distributed worldwide, multiple locations.
- Behavioral: Very brand conscious, only drink Coke.

How would you fall into these segments?

Product Life Cycle

A product has four major stages: introduction, growth, maturity, and decline.

The tasks of a marketer differ in each of the phases of a product or service life cycle.

- In the introductory stage of the life cycle, sales and profits are zero. Marketing's challenge is to bring the product to market, arranging for distribution, initial promotion, consumer awareness, and positioning.
- The growth state of the cycle is often marked by rapid increase of sales and profits, the appearance of competition, and pressure to lower prices and add new product features.
- Maturity sees the leveling of demand for a product, declines in profits and pricing, lowered promotional costs, expansion into less profitable markets, and the exit of some competitors from the market.
- During a product's decline phase, sales fall rapidly, and the product may be put on a fast track to being discontinued or relegated to a small niche within a company's offerings. Promotional spending is generally very low on a product in this stage, and clearance pricing is often evident.

These are general trends for each life cycle stage. In each specific case of a product, service, or even a brand, the conditions may vary, as will the length of the cycle. It may be as short as a few months (fads) to well over 100 years (Coke, Pepsi, Levi's jeans). New products with better materials, better technology, or different fashions may force a product into early "retirement."

When a product is successfully introduced into a market (or sometimes creates a market), it generates a rapid increase in sales, ramping up in the introduction stage. As the market matures, sales decline and profits slow or dwindle. The profit curve grows much more slowly than sales and begins the decline faster than sales.

Market Segmentation

As you have learned from your reading this week, market segments are helpful to break down target marketing into key areas. Having read the article [The 4 Main Types of Market Segmentation \(+How to Implement It in Your Marketing Strategy\)](#), pick a company whose products you use or with whom you do business in some way. Analyze the company for each of the four types of market segments from the article. Identify the company and what the market segment is and then describe how it fits each of the four segments. Include examples with your posts.

Response Guidelines

Compare and contrast your selections with other learners'.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

u04v1 - Interactive Learning Module: Zippy Toys: Strategies

For this activity, you will continue the Zippy Toys case study as you help the manager make smart strategic marketing decisions.

Course Resources

[Zippy Toys: Strategy](#) | Transcript

Unit 5 >> Marketing Mix: Place and Price

Introduction

Place and Price Analysis

Put yourself in this situation: You are looking to buy something you have wanted to purchase. Where will you buy it? How much will you pay? These are common considerations when a consumer is making a purchase. But have you considered that the company that make those same products has to make a similar decision with all its goods?

Companies need to decide how to distribute the product, which distribution channels they will use, and the which pricing approaches and strategies they will apply in order to both make a profit and make the price attractive to the final consumer—you. This week, you will learn how pricing and distribution decisions are made.

To-Do List:

- **Discussion:** Explore how pricing affects your decision-making process.
- **Assignment:** Complete the second part of your marketing analysis by creating a distribution and pricing analysis of your chosen company.
- **What You Need to Know:** In your text and other resources, read about distribution and pricing decisions and strategies. Continue to read your Ries and Trout text.

Learning Activities

u05s1 - Activity Overviews

Discussion Overview

Your discussion this week will allow you to practice what you have learned in your readings and resources by digging into some of your own purchases and how pricing affects your buying decisions.

Assignment Overview

This week, you will continue with the second part of your market analysis and focus on the next of the 4 Ps—the price and place actions of your chosen company.

u05s2 - What You Need to Know

Price and Place

Distribution and pricing are two important decisions companies will make that are tied directly to competitive actions:

- Read Chapters 13 and 19 in the *MKTG 12* text.

Laws of Marketing

You will finish your exploration of the laws of marketing this week and will discuss it in depth next week:

- Read Chapters 16–22 in your *22 Immutable Laws of Marketing* text.

More on Price and Place

Every company needs to make the important decision of how to move goods from production facilities to the final consumer. Luckily, it's not a single-option decision. There can be multiple distribution channels a company can use, such as selling direct or through intermediaries like retailers. The most important decision, which can make or break a purchase decision, is the price placed on a product. It needs not only to match the positioning a company has in the marketplace but also to be the "hot spot" of a target market in order to prompt a purchase. If the price is too high, consumers may not buy it. If it's too low, it may be perceived to be low quality and risk not making much profit.

A marketing channel (also called a channel of distribution) is a business structure of interdependent organizations that reaches from the point of production to the consumer. The marketing channel facilitates the "downstream" physical movement of goods through the supply chain. Channels represent the "place" ("distribution") element of the marketing mix (product, price, promotion, and place), in that they provide a route for company products and services to flow to the customer.

Consumers do not always choose the lowest-priced product in a category, such as shoes, cars, or wine, even when the products are otherwise similar. One explanation of this behavior, based on research, is that consumers infer quality information from price. That is, higher quality equals higher price. The information effect of price may also extend to favorable price perceptions by others because higher prices can convey the prominence and status of the purchaser to other people. Thus, although both a Timex and a Rolex can tell time accurately, they convey different meanings. Think about the things you buy and what you paid for them, as well as your buying alternatives. It is interesting once you start to look at it more closely.

u05a1 - Place and Price Analysis

Create the second part of your marketing analysis, in which you do the following:

- Accurately identify where the product is sold.
- Accurately detail the chosen product's distribution channels.
 - How is the company getting its product to market?
 - What distribution strategies are being used to effectively create a competitive advantage?
- Provide an evaluation of place strategies and place's effect on business success.
 - Describe how the company's distribution decisions affect the other Ps in the marketing mix.
 - What can you recommend in terms of the company's distribution decisions that may improve business success?

- Accurately define the pricing system, along with its characteristics and effect on the marketing mix.
 - What pricing strategy is the company using, and how does its strategy compare to similar products in the product category?
- Evaluate the pricing strategy in your analysis. How does it affect the other areas of the marketing mix? How does the company's chosen pricing strategy affect the economic success of the company?
 - Describe the effect of the company's pricing strategy to the overall success of the company.
 - Describe how the company's pricing decisions affect the other Ps in the marketing mix.
- Cite any resources you use.

Note: Your instructor may use the [Writing Feedback Tool](#) when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Additional Requirements

- **Written communication:** Communication should be clear and well organized, and support a central idea, with no technical writing errors, as expected of a business professional.
- **References:** References and citations are formatted in consistent style, with a preference for using [APA Style and Formatting](#).
- **Number of resources:** Use a minimum of three scholarly resources related to the content of the assignment.
- **Length of paper:** Approximately 3–4 typed, double-spaced pages, in addition to the title and references pages.
- **Font and font size:** Times New Roman, 12 point.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- Competency 1: Examine the basic marketing models for a business or organization.
 - Accurately define the pricing system along with its characteristics and impact on the marketing mix.
 - Accurately identify where the product or service is sold.
 - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.
- Competency 2: Relate the importance of an integrated marketing program to the economic impact of a business.
 - Provide an evaluation of the pricing system and its impact on economic success.
- Competency 3: Examine the relationship of basic marketing strategies to business success.
 - Provide an evaluation of place strategies and its impact on business success.
- Competency 4: Apply effective marketing planning and implementation.
 - Accurately detail the chosen product's distribution channels.

u05d1 - Write Your Discussion Post

Price and Buying Decisions

Consumers make all kinds of purchases. Pick three products you have purchased or services you use. Mix high and low price points to offer varied responses, and then answer the following:

- What are the pricing objectives for each product or service?
- How does the price compare to a competitor of the same product or service?
- How does the stage of the product life cycle affect pricing?
- How much did price influence your purchase decision?

Response Guidelines

Select and read at least two of your peers' posts. Respond to two of them.

Course Resources

Unit 6 >> Consumer Behavior and Customer Relationship Management

Introduction

Buying Decisions Are Not Random

This is a mall filled with shoppers. They are set to spend their money in a variety of stores. You may think that these shoppers are wandering around aimlessly, but you are wrong. Why do you look for specific brands? And why do you buy some of the brands that you do?

Perhaps growing up, your family used Crest toothpaste, and you still use Crest today. Why might you choose Nike shoes over other brands? Lays potato chips versus Ruffles, or Pepsi Cola over Coca-Cola? There are reasons and factors affecting why we buy what we do. You will learn more about this in this week's activities.

To-Do List:

- **Discussion:** Discuss what you learned from *The 22 Immutable Laws of Marketing* book.
- **What You Need to Know:** In your text and other resources, read about the marketing environment and the marketing mix.
- **Interactive Learning Module:** Complete another ungraded, interactive assessment in which you play the role of a corporate marketing professional.

Learning Activities

u06s1 - Activity Overviews

Discussion Overview

Your discussion this week will focus on what you learned from reading the *22 Immutable Laws of Marketing* book and how you see those laws in place yet today.

u06s2 - What You Need to Know

The Role of the Consumer

Why do consumers do what they do? What are their motivations and habits? These are important factors for companies to learn in order to design new products, manage their customer bases, and maximize sales potential:

- Read Chapters 6 and 18, and page 325, "Customer Relationship Management," in the *MKTG 12* text.

The process consumers undertake when purchasing products is complex and loaded with ambiguities. For some products (houses, cars, computers, education), consumers search long and hard for important information upon which to base a buying decision. For other products, people buy on impulse (Gatorade drink, Lays potato chips). For any business, it is imperative to know how the consumer undertakes this process and how to develop a marketing effort that will assist that process at any given point. The age of technology has created tools that allow for easier means of tracking customer buying habits and to subsequently find ways to develop relationships with those customers.

Consumer Behavior and Customer Relationship Management

The five parts of the consumer buying process are problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Consumers, once recognizing a need, search for information. Depending on the importance of the decision, they search a variety of sources including reference groups, friends, family, media, and direct searches via the Internet or visits to a retail store. Consumer decisions are influenced by lifestyles, family, friends, attitudes, learning, perceptions, motives, and personality.

On the other side of the buying process is the organization and its system or processes of customer relationship management (CRM). A host of CRM systems and software are on the market today to assist businesses in managing their "customer assets."

Building customer relationships that last requires organizations to change their processes to be more customer-centric. Processes and technologies must be built that allow an organization to better understand its most profitable customers and market segments, and how customers can be acquired in a more cost-effective way, how customers can be retained for as long as possible, and how to extend or enhance the loyalty and profitability of each customer. The term *customer relationship management* is used to describe the strategy that is driven by processes, technologies, and people that come together to help the organization optimize the customer relationship. This optimization should result in building customer relationships that last.

Knowing the customer better and creating more effective customer interactions are significant reasons for implementing CRM strategies. CRM will enhance profitability, increase revenues, and improve overall customer satisfaction by getting an organization to focus on customer-satisfying behaviors. Businesses are realizing that it costs at least five times as much to gain a new customer than to keep an existing one.

u06d1 - Write Your Discussion Post

Ries and Trout

Now that you have had time to read and consider Ries and Trout's *22 Immutable Laws of Marketing*, what are your thoughts on the opinions and positions of the authors? Do their laws still apply today? Considering how we communicate and respond in the 21st century, do basic laws of marketing change over time?

Response Guidelines

Respond to two other learners' postings. Choose someone who responded differently than yourself and discuss your differences. If you find no differences, what challenges can you bring up?

Course Resources

Undergraduate Discussion Participation Scoring Guide

u06v1 - Interactive Learning Module: Zippy Toys: Operations

Continue the Zippy Toys scenario as you help an operations manager implement a CRM system in the midst of a merger.

This activity is ungraded and will help you apply your learning this week.

Course Resources

[Zippy Toys: Operations](#) | Transcript

Unit 7 >> Marketing Mix: Promotion

Introduction

Promotion Is a Driving Force

Quick, pick up your phone and look at your texts, e-mails, and apps. You likely have at least one type of promotion offer from a company you follow. In fact, you probably have several offers from several

companies. "Half off. Use this coupon for a discount. Buy one get one free. Limited time only!" No lack of ways to try to get you to the store or to the website to shop. These promotions intend to provoke a response so you will make a purchase. Did it work—did you purchase something as a result of the message?

Promotion is the heart of any company and is the driving force behind the sales of products and services. Promotional methods are necessary to keep a company need in the forefront of the consumer's mind.

This week, you will learn about ways to use promotion effectively to attract and motivate the final consumer.

To-Do List:

- **Discussion:** Explore how your favorite companies promote themselves.
- **Assignment:** Complete the third and final part of your marketing analysis by analyzing promotion for your chosen company.
- **What You Need to Know:** Look deeper into promotion and branding.

Learning Activities

u07s1 - Activity Overviews

Assignment Overview

This week you will create the last piece of your project with an analysis of the promotional activities and strategies for your chosen company. Make sure you explore all the various methods they use to attract their target market.

Discussion Overview

Your discussion this week will allow you to see how your favorite companies use the various types of promotion. It's not a one-size-fits-all approach!

u07s2 - What You Need to Know

Promotion and Branding

Determining the proper promotional outlets for a product to get the biggest bang for the marketing dollar is not easy. This week's readings and resources will highlight the methods and approaches, as well as how to form an effective strategy.

The following resources will help you complete your activities this week:

- Chapters 15 and 16, and the 10-4b "Branding" section on pages 189–191 in the *MKTG 12* text.
- eBizUniverse (n.d.). [The power of marketing in the past 20 years](https://www.ebizuniverse.com/the-power-of-marketing-in-the-past-20-years/). Retrieved from <https://www.ebizuniverse.com/the-power-of-marketing-in-the-past-20-years/>
- Amico, S. (n.d.). [Sales and marketing promotion strategy](https://smallbusiness.chron.com/sales-marketing-promotion-strategy-3256.html). Retrieved from <https://smallbusiness.chron.com/sales-marketing-promotion-strategy-3256.html>

Promotion

A company can promote its products and services in a variety of ways such as traditional TV, radio, and newspaper. Today's age of social media and smartphones has opened up the ability to connect with a target market via apps, texting, online coupons, and "e-bates." The goal is to get the consumer to buy and to form a loyalty to a company and brand.

Brands and Competitive Advantage

Never underestimate the value of a brand. Marketing management has to support a brand with the right mix of name, term, logo, or any other feature that will make it distinctive from similar products. Management also has to know when to use the brand, such as in a line extension (such as Diet Coke). Some of the world's best-known brands have huge value in their respective markets and help support the price associated with each one: Sony, Coke, Disney, Apple, and so forth.

Customers respond to brands in a variety of ways (as marketing should predict) with various degrees of brand loyalty, recognition, preference, and even insistence. The degree to which consumers exhibit these traits is referred to as the brand equity of a product or company.

There are three basic categories of brands: private distributor brands, manufacturer brands, and generic brands. Your local food store carries all three types of branded products on its shelves in different price categories and with different profit margins.

Marketers seek and achieve competitive advantage throughout the entire marketing process in each area of the four Ps. Creating competitive advantage is the central goal of competitive strategy.

u07a1 - Promotion Analysis

Submit your analysis for the final P (promotion) for your chosen company's product or service. Your analysis should cover all aspects related to promoting the product, including promotion to the customer and to other promotional audiences. Respond to the following:

- What is the communication strategy?
- What are the communication channels or media?
- Who represents the product?
- What is the sales approach?
- What examples of sales techniques can you provide?

Include the following in your analysis and evaluation of your company's promotion strategy:

- What works and what can be improved?
- How could the company improve in order to boost economic success of its brand?
- How does the company's promotional efforts affect the other Ps of the marketing mix?
- How are the implications of an integrated marketing program related to business economic success?
- How do the company's promotional efforts affect decisions for its marketing and sales plans?
- Cite any sources you use.

Note: Your instructor may use the [Writing Feedback Tool](#) when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Additional Requirements

- **Written communication:** Communication should be clear and well organized, and support a central idea, with no technical writing errors, as expected of a business professional.
- **References:** References and citations are formatted in consistent style, with a preference for using [APA Style and Formatting](#).
- **Number of resources:** Use a minimum of three scholarly resources related to the content of the assignment.
- **Length of paper:** Approximately 2–3 typed, double-spaced pages, in addition to the title and references pages.
- **Font and font size:** Times New Roman, 12 point.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- Examine the basic marketing models for a business or organization.
 - Describe who represents the product.
 - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.
- Relate the importance of an integrated marketing program to the economic impact of a business.
 - Discuss the implications of an integrated marketing program to business economic success.
- Apply effective marketing planning and implementation.
 - Discuss the effectiveness of the promotion strategy and the impact on the marketing mix.
 - Accurately describe the company's communication strategy (communication channels or media).
- Evaluate management implications of marketing and sales plans.
 - Discuss the sales process or techniques and how it impacts marketing and sales plans.

u07d1 - Write Your Discussion Post

Promotional Actions

Select three of your favorite companies and analyze their current marketing promotional efforts. Do not use the company you previously chose for your marketing analysis. For this question, think, for example, beyond Apple or Amazon so you can see a greater variety of selections.

Describe how each company promotes itself or a specific product or service. Include the various ways each may use integrated marketing communications (IMC) in its promotional efforts and the various promotional avenues—advertising, public relations, sales promotion, and so on.

Dig deep in your analysis. Include whether you thought each company had a hit or a miss on these efforts.

Response Guidelines

In your responses to other learners, compare your findings and how companies can create successful promotions.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 8 >> Sales

Introduction

Sales Drives Success

You need to purchase a new outfit for an important interview, but you don't know where to start or what would be best. You aimlessly walk from store to store until you finally find a store sales clerk who has great ideas and a wide variety of options for you to pick from to help you make the best impression.

Sales is what makes the world go 'round. It helps companies achieve all their organizational goals and drives organizational success. This week, you will learn how various sales methodologies and sales plans equate to business success.

To-Do List:

- **Discussion:** Discuss trends affecting the sales profession as you determine what is changing in sales.
- **What You Need to Know:** In your text and other resources, read about the role, importance, and types of sales methods and sales forecasting.

Learning Activities

u08s1 - Activity Overviews

Discussion Overview

This week you will determine how sales are changing and how this change affects the sales profession.

u08s2 - What You Need to Know

Sales is not a one-way road with just one method or approach that equates to success. Sales methodology is continually evolving as salespeople look to work smarter, not harder. The following resources will help you see ways to maximize your sales efforts:

- Salesforce. (n.d.). [Sales 2020: A look at the future of sales organizations \[Video\]](https://www.salesforce.com/video/267331/). Retrieved from <https://www.salesforce.com/video/267331/>
- Morrow, J. (2011). [6 ways to sell without selling your soul \[Blog\]](https://copyblogger.com/online-sales-techniques/). Retrieved from <https://copyblogger.com/online-sales-techniques/>

Forecasting Sales

A company's makes projections aren't just numbers pulled out of the sky—they are based on calculated and specific sales forecasts. There is a method to how forecasts are created. The following resources will help you learn more about that:

- Chamber of Commerce of Metropolitan Montreal. (n.d.). [Forecast and plan your sales](https://www.infoentrepreneurs.org/en/guides/forecast-and-plan-your-sales/). Retrieved from <https://www.infoentrepreneurs.org/en/guides/forecast-and-plan-your-sales/>
- The Chartered Institute of Marketing. (2008). [Forecast and plan your sales](https://webarchive.nationalarchives.gov.uk/20080109171256/http://www.businesslink.gov.uk/bdotg/action/layer?r.l1=1073861169&topicId=1073901350&r.l2=1073858827&r.s=tl). Retrieved from <https://webarchive.nationalarchives.gov.uk/20080109171256/http://www.businesslink.gov.uk/bdotg/action/layer?r.l1=1073861169&topicId=1073901350&r.l2=1073858827&r.s=tl>
 - The information in the section titled Forecast and Plan Your Sales will help you complete the assignment for this week. It includes the following subsections:
 - Introduction.
 - A Basis for Sales Forecasts.
 - Your Sales Assumptions.
 - Developing Your Forecast.
 - Avoiding Forecasting Pitfalls.
 - Creating a Sales Plan.

Creating a Sales Plan

There is more than one good organizational structure for a marketing plan (including the sales process). A plan is like a road map leading to product or company success. In-depth planning and careful implementation can provide a strong foundation for the sales professional in today's fast-paced environment. Note that sales plans also need to be fluid. During the implementation phases of a plan, changes need to be made to react to market conditions, competitors, and other environmental factors.

Strategy Formulation

In a complete market analysis, the assessment of the opportunity will provide a picture of all forces that may come into play: segment definition, size, growth, and possible competitive response. For example, a company may ask itself, "Would a huge player dominate the market once we enter, or carve it out?" The firm's strategic direction will be to produce a product or service with differentiating factors that makes it stand out in the customer's mind and that positions it well for changes that will take place in the selected market segment.

u08d1 - Write Your Discussion Post

Over the past several years, business and society overall have seen changes that have significantly affected the sales profession. Some of those changes are technologically based, such as e-commerce websites and smart cell phones with powerful voice and data capabilities. But other changes have also occurred, such as an increased emphasis on establishing an ongoing relationship with a customer, rather than simply making a sale.

Describe three relevant current or future trends you envision, and describe how you think each trend will affect the sales profession.

Response Guidelines

Review at least two other learners' discussions of trends affecting the sales profession. For each learner, provide comments with additional thoughts and insights as to how the described trend might affect the sales profession. Choose those learners who have not yet received feedback. Be sure to address any questions they included in their initial postings.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 9 >> Sales Plan and the Selling Process

Introduction

A Game of Cat and Mouse

This is Bill. He's a car salesman, and you just walked into his dealership to buy a new car. He has a sales goal to meet, and you are his new target. His goal is to get you to buy a car by the time you leave today.

Sales is an organized and structured process, sometimes referred to as a game of cat and mouse. To be effective, salespeople follow a plan to help achieve internal sales goals.

This week, you will explore and practice sales planning.

To-Do List:

- **Discussion:** Explore how the selling process is approached in various industries.
- **Assignment:** Create a sales plan.
- **What You Need to Know:** In your text and other resources, read about the role, importance, and types of sales activities and sales planning.

Learning Activities

u09s1 - Activity Overviews

Discussion Overview

Your discussion this week allows you see how different companies set up and run their sales organizations. This will help you as you work on your sales plan assignment for this week.

Assignment Overview

As you create your sales plan this week, remember that every sales plan has goals to meet and a clear plan to meet them. Being successful in sales doesn't happen by accident. You need to be specific and deliberate in all your actions.

u09s2 - What You Need to Know

Personal Selling

To be successful at sales, sales representatives need various traits and skills that will equate to greater success. The following readings and resources will be helpful to maximize your sales success:

- Chapter 17 in the *MKTG 12* text.
- Plaksij, Z. (2020). [Sales process: A roadmap to better sales performance \[Blog\]](https://www.superoffice.com/blog/sales-process/). *SuperOffice*. Retrieved from <https://www.superoffice.com/blog/sales-process/>
- MacDonald, S. (2020). [21 powerful sales techniques \(backed by scientific research\) \[Blog\]](https://www.superoffice.com/blog/science-based-selling/). *SuperOffice*. Retrieved from <https://www.superoffice.com/blog/science-based-selling/>
- Patel, S. (2017). [6 ways to motivate your sales team](https://www.inc.com/sujan-patel/6-ways-to-motivate-your-sales-team.html). Retrieved from <https://www.inc.com/sujan-patel/6-ways-to-motivate-your-sales-team.html>

A Deeper Look

When was the last time you were really sold something? Most of what we purchase, we buy, but we are not sold. Do you see the distinction? If you go into Walmart, pick a product off the shelf, and take it to the cash register, you are buying. When you go to an electronics store, and the sales consultant convinces you of the value of an Apple MacBook versus an HP notebook that costs hundreds of dollars less, you have been sold.

Sales activities and processes vary by organization and individual but generally include prospecting, using a pre-approach, using an approach, making the sales presentation, overcoming objections, closing the sale, and having postsales follow-up. Sound familiar? We have all been on the receiving end of sales presentations throughout our lives. Sales is a part of product and service promotion and takes many forms, from phone prospecting and telemarketing to in-person sales in car showrooms, in department and specialty stores, or via online sales pitches and activities.

The prospecting function is the process of locating potential customers through research, by cold-calling, by working old customer lists, or through methods specific to an industry or company. Evaluation of a prospect's needs, feelings, ability to buy, and other factors encompasses the pre-approach process, followed by the actual approach by a salesperson. Much of the process is information gathering to allow the salesperson to make the right pitch to the consumer, matching consumer needs with the product or service benefits and features.

u09a1 - Sales Plan

Using the company and product you selected for your marketing analysis, create a sales plan with the following components:

- Define a set of measurable sales goals for your business.
- Select at least two sales strategies that are suited to your target market and explain why you selected them.
- Identify the various sales tactics your sales team will use to achieve your sales goals.
- Create methods and actions to motivate and manage your sales team.
- Create an evaluation plan for your sales plan.
- Describe how an integrated marketing plan will affect your business and sales plan.

Note: Your instructor may use the [Writing Feedback Tool](#) when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Additional Requirements

- **Written communication:** Communication should be clear and well organized, and support a central idea, with no technical writing errors, as expected of a business professional.
- **References:** References and citations are formatted in consistent style, with a preference for using [APA Style and Formatting](#).
- **Number of resources:** Use a minimum of three scholarly resources related to the content of the assignment.
- **Length of paper:** Approximately 5–6 typed, double-spaced pages, in addition to the title and references pages.
- **Font and font size:** Times New Roman, 12 point.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- Competency 2: Relate the importance of an integrated marketing program to the economic impact of a business.
 - Describe how an integrated marketing plan will impact your business and sales plan.
- Competency 5: Develop a sales plan.
 - Define a set of measurable sales goals for the business.
 - Identify viable strategies and sales tactics.
 - Describe methods to motivate staff.
- Competency 6: Evaluate management implications of marketing and sales plans.
 - Create an evaluation plan.

u09d1 - Write Your Discussion Post

After reading the materials presented this week, explore the selling process and relate it to various types of businesses. Using the same industries from an earlier discussion (you may use the same company used in that discussion or choose a new one), explain how sales is approached at the company and research and explain its sales processes.

Response Guidelines

Review at least two other learners' posts. Provide comments that include positive feedback and suggestions for improvements. Choose learners who have not yet received feedback.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 10 >> Course Reflection

Introduction

Time to Bring It All Together

Entering this last week of the course, you should have a greater awareness of and appreciation for what marketing is all about and how the marketing mix—the 4 Ps—affects your daily life. You should be more aware of how companies rely on marketing to drive business success. Consider that family from Week 1's introduction. They are the target market for various companies that use promotion to help select products that are priced effectively and distributed in a manner that meets the needs of the consumer. It's easy to put yourself in this role isn't it?

In this last week, you will reflect on what you have learned during the course and explore careers in marketing.

To-Do List:

- **What You Need to Know:** The best way to learn marketing? Do it. Take some time this week to explore careers in marketing.
- **Interactive Learning Module:** Test your knowledge of the concepts presented in this course.

Learning Activities

u10s1 - Activity Overview

Activity Overview

This week you will take time to explore careers in marketing.

u10s2 - What You Need to Know

Now is a good time to reflect on your learning and newfound appreciation for marketing and sales professionals. This course has built a foundation for your knowledge of the 4 Ps, for how the marketing mix applies to all the marketing decisions that companies make every day, and for how the marketing mix affects you as a consumer. The brands consumers use, the positioning the brand has in the consumer's mind, and the stage of the life cycle all influence marketing decisions. Tie in the role and effect of the salesperson, and you have a full-impact marketing plan built for long-term success.

Though a career in marketing may not be for everyone, many interesting and exciting careers in marketing and sales offer rewarding earnings trajectories. Explore them through the following resources—you may find something that interests you:

- Learn How to Become. (n.d.). [Marketing degrees and careers: How to work in marketing](https://www.learnhowtobecome.org/finance-business-careers/marketing/). Retrieved from <https://www.learnhowtobecome.org/finance-business-careers/marketing/>
- Kanter, J. (2019). [12 steps to start a career in marketing](https://gettinggrowth.com/career-in-marketing/). Retrieved from <https://gettinggrowth.com/career-in-marketing/>
- Profita, M. (2019). [10 jobs for marketing major graduates](https://www.thebalancecareers.com/top-jobs-for-marketing-majors-2064050). Retrieved from <https://www.thebalancecareers.com/top-jobs-for-marketing-majors-2064050>

u10v1 - Interactive Learning Module: Sales and Marketing Review

Now that you have reached the end of the course, take a moment to check your understanding of some key concepts from the course.

This activity is ungraded and will help you summarize your learning in this course.

Course Resources

[Sales and Marketing Review](#) | Transcript