

## Preview: MBA5012 : Marketing Management

### Syllabus

#### Course Overview

Marketing management in today's technology-driven marketplace is both exciting and challenging. The excitement comes from understanding different ways to leverage technology to reach an ever-expanding consumer base. The challenge comes from increasing competition and the speed of technology itself. This course will provide you with an overview of marketing models, marketing tools, and marketing approaches in today's fast-paced marketplace.

A series of major projects will allow you to demonstrate the concepts learned, showcasing your leadership and marketing expertise. They will be projects that you are proud to add to your ePortfolio.

Learners will complete a marketing plan through one of two opportunities in the class. Learners may have the opportunity to participate in a team project interfacing with senior leadership of a real-world organization, working through the Riipen platform. While developing a practical marketing project, you will work closely with your team of fellow learners, your faculty, and the client, offering you an experiential learning opportunity. As part of the team project, you will be required to attend weekly web conferences or teleconferences with the project team, your faculty, and/or the client. The details of this opportunity will be communicated to you via e-mail before the first official day of class. Your eligibility for the project team will be determined based upon availability of team positions through the Riipen platform.

Learners who are not interested/eligible for the team project will participate in an individual case study experiential learning opportunity as you develop various marketing plans and strategies for either designated fictitious scenarios or for your employer/future employer. This individual learning opportunity will prepare you to make an immediate contribution to the development of organizational marketing planning while affording you the flexibility of an individualized learning experience.

#### Course Structure

This course is designed around three major themes.

##### Marketing Planning

**Units 1–4.** The first four weeks focus on the nuts and bolts of marketing theory, tools, and techniques that will enable you to develop a marketing plan for a fictitious business or for your employer/future employer. This early learning will provide you with a solid foundation in marketing principles that are applicable in a variety of business and health care settings.

If you are participating in the team project, your instructor will clarify the expectations and milestones that are specific to individual client needs.

## Brand Presentation

**Units 5–7.** The next three weeks focus on the nuts and bolts of marketing theory, tools, and techniques that will enable you to develop a brand analysis presentation for a fictitious business or for your employer/future employer.

If you are participating in the team project, your instructor will clarify the expectations and milestones that are specific to individual client needs.

## Digital Marketing

**Units 8–10.** The last three weeks focus on digital marketing and social media. Through the concepts learned you will develop a digital marketing plan with a social media strategy for a fictitious business or for your employer/future employer.

If you are participating in the team project, your instructor will clarify the expectations and milestones that are specific to individual client needs.

## Career in the Courseroom

Gaining academic credentials by completing your program is an important step in your career development, but it is only one piece of the puzzle. Connecting with people, gaining knowledge and/or experience, and learning how to market yourself in your field is also necessary for career management and success.

It is never too early to take action! The Capella University Career Center has resources and tools on career exploration and job search to help learners and alumni manage their career at every stage.

Be sure to check out Capella Connect, a career networking and mentoring platform for learners and alumni.

## Assignment Requirements

In this course, you will be required to use Microsoft Excel to analyze data and Microsoft Word to prepare reports. You will need PowerPoint or another web media to create a presentation.

## ePortfolio

Your assignments are a way to demonstrate your proficiency in applying marketing theories and models and using data to develop effective marketing strategies that support business decisions. Save assignments to your ePortfolio for future workplace reference. These assignments provide your employers and future employers with specific examples of MBA-level work you have successfully completed. You will continue to have access to this tool after your courses are completed with Capella.

### Course Competencies

(Read Only)

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

- 1 Apply marketing theories and models to develop marketing strategies.
- 2 Evaluate the effectiveness of marketing strategies and methods.
- 3 Use data to support evidence-based marketing decisions.
- 4 Analyze the role of technology and social media in effective marketing strategies.
- 5 Communicate marketing needs, opportunities, and strategies with multiple stakeholders.

### Course Prerequisites

**MBA5008.**

## Syllabus >> Course Materials

### Required

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

### Integrated Materials

#### Book

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.

Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson. ISBN: 9780133871319

### 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.

- Alves, H., Fernandes, C., & Raposo, M. (2016). [Social media marketing: A literature review and implications](#). *Psychology and Marketing*, 33(12), 1029–1038.
- Andrews, M., Goehring, J., Hui, S., Pancras, J., & Thornswood, L. (2016). [Mobile promotions: A framework and research priorities](#). *Journal of Interactive Marketing*, 34, 15–24.
- Armstrong, C. E. (2013). [Competence or flexibility? Survival and growth implications of competitive strategy preferences among small US businesses](#). *Journal of Strategy and Management*, 6(4), 377–398.
- Bendle, N. T., & Bagga, C. K. (2016). [The metrics that marketers muddle](#). *MIT Sloan Management Review*, 57(3), 73–82.
- Cich, B. C. (2017). [Finding the right site: Four considerations for selecting facility locations](#). *Health Facilities Management*, 30(10), 36–39.
- Fenker, R. (2012). [Using property scoring to find the right location](#). *Retail Property Insights*, 19(1), 32–36.
- Ferguson, R. B. (2013). [The big deal about a big data culture \(and innovation\)](#). *MIT Sloan Management Review*, 54(2), 1–5.
- Gilad, B. (2015, July 31). [Companies collect competitive intelligence, but don't use it](#). *Harvard Business Review Digital Articles*, 2–5.
- Gilad, B., & Hoppe, M. (2016, June 16). [The right way to use competitive intelligence](#). *Harvard Business Review Digital Articles*, 2–4.
- Grewal, D., Bart, Y., Spann, M., & Zubcsek, P. P. (2016). [Mobile advertising: A framework and research agenda](#). *Journal of Interactive marketing*, 34, 3–14.
- Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). [Gamification and mobile marketing effectiveness](#). *ScienceDirect*, 34, 25–36.
- Hoffman, D. L., & Fodor, M. (2010). [Can you measure the ROI of your social media marketing?](#) *MIT Sloan Management Review*, 52(1), 41–49.
- Jackson, G., & Ahuja, V. (2016). [Dawn of the digital age and the evolution of the marketing mix](#). *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170–186.
- Kaplan, A. M. (2012). [If you love something, let it go mobile: Mobile marketing and mobile social media 4x4](#). *Business Horizons*, 55, 129–139.
- Kimelberg, S. M., & Williams, E. (2013). [Evaluating the importance of business location factors: The influence of facility type](#). *Growth and Change*, 44(1), 92–117.
- Landroque, S. M., Castro, C. B., & Cepeda-Carrión, G. (2013). [Developing an integrated vision of customer value](#). *Journal of Services Marketing*, 27(3), 234–244.
- Malhotra, A., Malhotra, C. K., & See, A. (2013). [How to create brand engagement on Facebook](#). *MIT Sloan Management Review*, 54(2), 18–20.
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). [Social media metrics – A framework and guidelines for managing social media](#). *Journal of Interactive Marketing*,

27(4), 281–298.

- Reto, F., Rauschnabel, P. A., & Hinsch, C. (2017). [Elements of strategic social media marketing: A holistic framework](#). *Journal of Business Research*, 70, 118–126.
- Richardson, P. S., Choong, P., & Parker, M. (2016). [Social media marketing strategy: Theory and research propositions](#). *Journal of Marketing Development and Competitiveness*, 10(2), 24–34.
- Sashittal, H. C., Hodis, M., & Sriramachandramurthy, R. (2014). [Is your brand a living entity?](#) *MIT Sloan Management Review*, 55(3), 95–96.
- Schulze, C., Schöler, L., & Skiera, B. (2015). [Customizing social media marketing](#). *MIT Sloan Management Review*, 56(2), 8–10.
- Shanker, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S., & Morrissey, S. (2016). [Mobile shopper marketing: Key issues, current insights, and future research avenues](#). *Journal of Interactive Marketing*, 34, 37–48.
- Stocchi, L., Guerini, C., & Michaelidou, N. (2017). [When apps are worth paying for? How marketers can analyze the market performance of mobile apps](#). *Journal of Advertising Research*, 57(3), 260–271.
- Turnbull, S., & Jenkins, S. (2016). [Why Facebook reactions are good news for evaluating social media campaigns](#). *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 156–158.
- Urban, G. L., Gosline, R., & Lee, J. (2017). [The power of consumer stories in digital marketing](#). *MIT Sloan Management Review*, 58(4), 10–13.
- Vlachou, C., & Iakovidou, O. (2015). [The evolution of studies on business location factors](#). *Journal of Developmental Entrepreneurship*, 20(4), 1–23.
- Whiting, A., & Deshpande, A. (2016). [Towards greater understanding of social media marketing: A Review](#). *Journal of Applied Business and Economics*, 18(4), 82–91.
- Zauner, A., Koller, M., & Hatak, I. (2015). [Customer perceived value-conceptualization and avenues for future research](#). *Cogent Psychology*, 2(1), 1–17.

## 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.

- Beesley, C. (2016, March 8). [Conducting market research? Here are 5 official sources of free data that can help \[Blog post\]](#). Retrieved from <https://www.sba.gov/blogs/conducting-market-research-here-are-5-official-sources-free-data-can-help>
- Beesley, C. (2016, September 9). [Free sources of market data and how to use that data for business planning \[Blog post\]](#). Retrieved from <https://www.sba.gov/blogs/free-sources-market-data-and-how-use-data-business-planning>

- Birkner, C. (2015). [Building a blueprint](https://auth.ama.org/publications/MarketingNews/Pages/building-a-blueprint.aspx). Retrieved from <https://auth.ama.org/publications/MarketingNews/Pages/building-a-blueprint.aspx>
- Entrepreneur Media Staff. (2015, May 20). [Ten things to consider when choosing a location for your business](https://www.entrepreneur.com/slideshow/299849#0). Retrieved from <https://www.entrepreneur.com/slideshow/299849#0>
- Entrepreneur Media Staff. (n.d.). [Expanding with a second location](https://www.entrepreneur.com/article/47552). Retrieved from <https://www.entrepreneur.com/article/47552>
- Executive Office of the President, Office of Management and Budget. (2017). [North American industry classification system \[PDF\]](https://www.census.gov/eos/www/naics/2017NAICS/2017_NAICS_Manual.pdf). Retrieved from [https://www.census.gov/eos/www/naics/2017NAICS/2017\\_NAICS\\_Manual.pdf](https://www.census.gov/eos/www/naics/2017NAICS/2017_NAICS_Manual.pdf)
- Greenberg, S. (n.d.). [How to lead when the world is on fire](https://www.betterup.co/lead-world-fire/). *BetterUp*. Retrieved from <https://www.betterup.co/lead-world-fire/>
- Griffin, D. (n.d.). [The effect of business location to the business' success](http://smallbusiness.chron.com/effect-business-location-business-success-596.html). Retrieved from <http://smallbusiness.chron.com/effect-business-location-business-success-596.html>
- Mandelbaum, R. (2016, July 20). [A business owner's guide to finding the best location for your store](http://time.com/money/4392124/how-to-locate-your-store/). Retrieved from <http://time.com/money/4392124/how-to-locate-your-store/>
- Spaeder, K. E. (n.d.). [How to find the best location](https://www.entrepreneur.com/article/73784). Retrieved from <https://www.entrepreneur.com/article/73784>
- United States Census Bureau. (2017). [Census business builder \(CBB\)](https://www.census.gov/data/data-tools/cbb.html). Retrieved from <https://www.census.gov/data/data-tools/cbb.html>
- United States Department of Labor. (n.d.). [Standard industrial classification \(SIC\) system search](https://www.osha.gov/pls/imis/sicsearch.html). Retrieved from <https://www.osha.gov/pls/imis/sicsearch.html>
- Vinerean, S. (2017). [Importance of strategic social media marketing](http://marketing.expertjournals.com/23446773-504/). *Expert Journal of Marketing*, 5(1), 28–35. Retrieved from <http://marketing.expertjournals.com/23446773-504/>
- Wolfe, D. (n.d.). [Why do individual contributors fail to be great leaders?](https://www.betterup.co/individual-contributors-leaders/) *BetterUp*. Retrieved from <https://www.betterup.co/individual-contributors-leaders/>

## 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 Management in Today's Environment

### Introduction

#### This week you will:

- Familiarize yourself with the requirements of the first assignment detailed in Unit 4 or with the particular requirements of your team assignment if applicable.
- Be introduced to foundational concepts of marketing planning.
- Participate in one discussion.

The "old reality" of marketing management focused extensively on the Four Ps of the marketing mix: product, price, place, and promotion. The "new reality" takes a much more holistic approach that focuses on relationship marketing, integrated marketing, internal marketing, and performance marketing. This holistic approach has been so influential in shaping contemporary thinking that the old Four Ps have evolved into a modern marketing mix of people, processes, programs, and performance. The new approach to marketing recognizes the importance of technology, globalization, and social responsibility as key forces in marketing. Modern marketing has changed the once unidirectional attempt by marketers to reach consumer or business customers and is now a bidirectional activity undertaken by both customers and marketers to match products and services to their needs, wants, and demands in a constantly changing marketplace.

As you begin thinking about marketing management, these readings will help you get started:

- Birkner, C. (2015). [Building a blueprint](https://auth.ama.org/publications/MarketingNews/Pages/building-a-blueprint.aspx). Retrieved from <https://auth.ama.org/publications/MarketingNews/Pages/building-a-blueprint.aspx>
- Greenberg, S. (n.d.). [How to lead when the world is on fire](https://www.betterup.co/lead-world-fire/). *BetterUp*. Retrieved from <https://www.betterup.co/lead-world-fire/>
- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 1: Chapter 1, "Defining Marketing for the New Realities."
  - Part 1: Chapter 2, "Developing and Implementing Marketing Strategies and Plans."
  - Part 2: Chapter 4, "Creating Long-Term Loyalty Relationships."
  - Part 2: Chapter 5, "Analyzing Consumer and Business Markets."

**Note:** Additional resources that may be useful throughout your course have been gathered for easy access. Refer to the MBA Program Resources link in the courseroom navigation panel to access these resources.



## Learning Activities

### u01s1 - Planning Ahead: Unit 4 Assignment

The first assignment, Marketing Plan, will be due at the end of Unit 4. You will submit this assignment as an individual assignment. Review assignment requirements in Unit 4 and the scoring guide for more information. If you are participating in the team project, your instructor will clarify the expectations and milestones as they will be specific to the individual client needs.

#### Course Resources

Marketing Plan Template [DOC]

### u01d1 - Marketing Fundamentals

For this week's discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** In 3–4 paragraphs, analyze the relationship between the traditional marketing mix of the Four Ps and the modern marketing Four Ps as described by Kotler and Keller. In your response, be sure to address the following questions:

- How are the two approaches similar to one another? How do they differ?
- What aspects of the traditional marketing mix are still relevant in today's environment?
- What are some ways in which Kotler and Keller's modern marketing mix might inform the future of marketing?

The following textbook reading covers the Four Ps, and the article provides a great overview of the evolution of thinking about the marketing mix:

- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 1: Chapter 1, "Defining Marketing for the New Realities."

- Jackson, G., & Ahuja, V. (2016). [Dawn of the digital age and the evolution of the marketing mix](#). *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170–186.

**Option B:** In 3–4 paragraphs, analyze how marketing influences customer value. In your response, be sure to address the following questions:

- What are some ways in which marketing can influence customer perceived value?
- What are some factors that may limit the ability of marketing to influence customer perceived value?

The following resources will get you started thinking about customer value:

- Landroquez, S. M., Castro, C. B., & Cepeda-Carrión, G. (2013). [Developing an integrated vision of customer value](#). *Journal of Services Marketing*, 27(3), 234–244.
- Zauner, A., Koller, M., & Hatak, I. (2015). [Customer perceived value-conceptualization and avenues for future research](#). *Cogent Psychology*, 2(1), 1–17.

## Response Guidelines

After posting your discussion, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option. Submit a minimum of one initial post and one response to each option to earn the minimum grade for participation. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and format, in supporting your views.

### Course Resources

Graduate Discussion Participation Scoring Guide

## Unit 2 >> Marketing Communications in a Digital World

### Introduction

## Introduction

### This week you will:

- Go on a marketing field trip.

- Participate in a discussion about the similarities and differences for consumer marketing communications versus business marketing customers.
- Continue to work on your individual marketing plan or team project.

Marketing communications is the vehicle through which the product is presented to potential (and existing) consumers and customers. Its effectiveness relies heavily on correct identification of target markets and segments. This unit sets the stage for the types of activities that go into driving sales and explores various approaches to communicating value through integrated marketing communications, mass communications, digital communications, and personal communications. As you will see, marketing communications for consumers is deeply rooted in psychology. Marketing communications for business, however, is rooted in decision making and expense management.

As you begin thinking about marketing communications, these resources may help you get started:

- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 6: Chapter 14, "Designing and Managing Integrated Marketing Communications."
  - Part 6: Chapter 15, "Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations."
  - Part 6: Chapter 16, "Managing Digital Communications: Online, Social Media, and Mobile."
  - Part 6: Chapter 17, "Managing Personal Communications: Direct and Database Marketing and Personal Selling."

## Learning Activities

### u02s1 - Marketing Field Trip

Let's go on a marketing field trip! Watch a television commercial and view an ad on a trade website. In each, ask yourself:

- What product features are being promoted?
- Who was the targeted market segment—potential customers (trial) or existing customers (increase utilization, maybe a new use, intensifying use)?
- What was memorable about the ads? Do you think they were effective? What would you do differently?
- What are you discovering is the difference between consumer and business marketing communication?

## u02d1 - Consumer Versus Business Marketing Communications

For this week's discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** In 3–4 paragraphs, describe the similarities and differences in communicating with potential consumer and business customers. Are there marketing communication tools that can be effective with both customer groups? What specific digital communication tools might be effective in reaching consumers and business customers? How does this exploration of marketing communication influence how you think about your own career development? What marketing communication tools can help you with your career development—LinkedIn, Social Media—how do you reach professional connections/decision makers to advance your career?

**Option B:** In 3–4 paragraphs, describe the similarities and differences in building long-term relationships with consumer and business customers. Are there any loyalty techniques that can be effective with both customer groups? What specific digital communication tools might be effective in building consumer and business loyalties? How does this exploration of relationship-building influence how you think about your own career development? What strategies can you use to build and maintain your professional network?

## Response Guidelines

After posting your initial discussion response, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option. Be sure to consider the insights, comments, or questions raised as a result of your peers' posts. Reference sources as appropriate, using APA style and formatting, to support your views.

Course Resources

Graduate Discussion Participation Scoring Guide

## Unit 3 >> Competition and Market Segmentation

### Introduction

#### This week you will:

- Participate in a discussion on generational cohort segmentation.
- Continue to work on your individual plan or team project.

As you begin thinking about competition and segmentation, these readings may help you get started:

- Armstrong, C. E. (2013). [Competence or flexibility? Survival and growth implications of competitive strategy preferences among small US businesses](#). *Journal of Strategy and Management*, 6(4), 377–398.
- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 3: Chapter 6, "Identifying Market Segments and Targets."

### Learning Activities

#### u03d1 - Generational Cohort Segmentation

For this week's discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** Kotler and Keller (2016) identify four different generational cohorts: Millennials (aka Gen Y), Gen X, Baby Boomers, and the Silent Generation (p. 95). The Millennial generation is considered to be individuals born between 1977 and 1994, so the youngest Millennials are in their early 20s. In 3–4 paragraphs, identify and discuss the generation following the Millennials (that is, individuals born after 1994). In your response, be sure to address the following questions:

- What name is used to refer to the generational cohort following the Millennials?
- What are the characteristics of the generational cohort following the Millennials?
- How does this generational cohort differ from Millennials? How is it similar?
- What marketing strategies could be used to target this younger generational cohort?

**Option B:** Generational cohorts have had a significant influence in demographic target marketing. Consider, though, how marketing segmentation might have evolved without demographic

generational cohort segmentation. In 3–4 paragraphs, explain what segmentation approach might have prevailed in the absence of generational cohort segmentation. In your response, be sure to address the following questions:

- Other than generational cohort marketing, which marketing theory/model might have emerged as an influential segmentation scheme?
- What marketing theories/models can replace the generational cohort segmentation scheme?
- What market information might marketers miss in the absence of generational cohort segmentation?

## Response Guidelines

After posting your discussion, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option regarding market segmentation. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

### Reference

Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.

### Course Resources

Graduate Discussion Participation Scoring Guide

## Unit 4 >> Channels, Logistics, and the Global Environment

### Introduction

#### This week you will:

- Participate in a discussion about channels, logistics, and the global environment.
- Submit your individual marketing plan or continue work on your team project.

In this unit, you will learn about channels, logistics, and the global environment. Channels are the various ways to distribute products to customers. Logistics is the process of getting products—

generally goods—into the hands of your customers.

As you begin thinking about channels, logistics, and the global environment, these readings may help you get started:

- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 5: Chapter 12, "Designing and Managing Integrated Marketing Channels."
  - Part 5: Chapter 13, "Managing Retailing, Wholesaling, and Logistics."
  - Part 7: Chapter 18, "Managing Marketing Responsibly in the Global Economy."

## Learning Activities

### u04s1 - Activity: Marketing Planning

It is important for marketing managers to view their market in different ways to increase their effectiveness in the marketplace.

Complete the following interactive activity that is comprised of questions that will allow you to hone your skills in two key areas of market planning: segmentation and pricing/margins.

- [Marketing Planning](#) | [Transcript](#).

This is a practice activity to give you experience with some of the calculations you will need to be the most successful in formulating your team's marketing plan. This activity is for your own self-assessment.

### u04a1 - Marketing Plan

## Introduction

## Scenario

Completion of this portfolio work project will help you understand the key components of a marketing plan.

The Vice President of Marketing at MSH Brands (**or** at your employer or future employer company) has asked you to participate as a member of a marketing management team for the pet food group (or for their product line) for the company. MSH Brands is one of five companies competing in the pet food market. Your membership on the team will require you to make decisions regarding promotion, pricing, distribution, advertising, and product mix.

## Your Role

You are a Brand Manager at MSH Brands. You are being asked to develop a marketing plan for a new pet food product (or new product or line extension at your employer or future employer).

## Requirements

You are to develop a marketing plan including the following elements based on your research promotion, pricing, distribution, advertising, and product mix. Include the following in your marketing plan:

1. **Business context.** Describe the new product to be featured. What are the features and benefits? What is the company reason for bringing this to market? What are the corporate objectives for it?
2. **Situation analysis.** How will this new product complement the existing product portfolio or product line? Who is the target market? Who are the competitors? Use at least two different types of figures and two tables to present the data used for the situation analysis. At least one figure should present data at a single point-in-time, and at least one figure should present data over time. Be sure to correctly label all elements of your figures and tables in the plan and appendix.
3. **Marketing strategy.** What is the overall marketing strategy to support the achievement of the corporate objectives? What is the product positioning statement?
4. **Marketing mix.** What is the promotional strategy to support the achievement of the corporate objectives? What is the pricing strategy to support the achievement of the corporate objectives? What is the distribution strategy to support the achievement of the corporate objectives? What is the advertising strategy to support the achievement of the corporate objectives?
5. **Effectiveness.** How will you measure the effectiveness of this marketing plan?

## Deliverable Format

Requirements:

- Marketing plan is 10 pages (in addition to the title, reference, and appendix pages).
- Use at least two different types of figures and two tables to present the data. At least one figure should present data at a single point-in-time, and at least one figure should present data over time. Be sure to correctly label all elements of your figures and tables in the plan and appendix.



## Related company standards:

- The marketing plan is a professional document and should therefore follow the corresponding MBA Academic and Professional Document Guidelines (located in MBA Program Resources), including single-spaced paragraphs.
- In addition, include the following in your marketing plan:
  - Title page.
  - References page. Use at least three scholarly resources.
  - APA-formatted references.

## Evaluation

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies through corresponding scoring guide criteria:

- Competency 1: Apply marketing theories and models to develop marketing strategies.
  - Articulate the context of the business.
- Competency 2: Evaluate the effectiveness of marketing strategies and methods.
  - Evaluate the effectiveness of marketing strategies.
- Competency 3: Use data to support evidence-based marketing decisions.
  - Evaluate the situation including the product portfolio, target market, and competitive environment of the business.
  - Evaluate the marketing mix for a product.
- Competency 4: Analyze the role of technology and social media in effective marketing strategies.
  - Analyze the expected effectiveness of the marketing plan.
- Competency 5: Communicate marketing needs, opportunities, and strategies with multiple stakeholders.
  - Write coherently to support a central idea with correct grammar, usage, and mechanics as expected of a business professional.

Your course instructor will provide feedback as if they were the recipient of your deliverables in the workplace, using the scoring guide. Refer to the assignment scoring guide to ensure you meet the grading criteria before submission.

## ePortfolio

This portfolio work project demonstrates your competency in applying knowledge and skills required of a MBA learner in the workplace. Save this activity to your ePortfolio for future reference in the workplace.

## Course Resources

Marketing Plan Template [DOC]

### u04d1 - The Marketing Plan and Leadership

The following reading, linked in the Resources, provides insight into this discussion:

- Wolfe, D. (n.d.). Why do individual contributors fail to be great leaders? *BetterUp*. Retrieved from <https://www.betterup.co/individual-contributors-leaders/>

For this discussion, respond to the following:

Amazon has disrupted how products are being brought to the general consumer today. Find and review an article on Amazon as a logistics disruptor. Reflect on their influence on channels, logistics, and the global environment. Name the article by title and source. What are three points from the article that are significant to marketing leadership today?

## Response Guidelines

After posting your discussion, provide a substantive response to at least one of your peers. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

## Course Resources

Graduate Discussion Participation Scoring Guide

[Why Do Individual Contributors Fail to Be Great Leaders?](#)

## Unit 5 >> Creating Value and Driving Results

## Introduction

### This week you will:

- Participate in a discussion about branding.
- Begin working on your individual brand presentation or continue work on your team project. For the individual brand presentation please see Unit 7 for details.

Branding is a means of differentiating a product from its competitors. Branding is an important aspect of marketing because it provides a distinctive identity to a product or family of products that sets it apart from competitors. This unit introduces the concept of brands and discusses the various ways marketers position their products within the brand structure. By the end of the unit, you may look at branding and products a bit differently than you do right now!

As you begin thinking about creating value and driving results, the following textbook chapters may help you get started:

- Kotler, P. T., & Keller, K. L. (2016). *Framework for marketing management* (6th ed.). Boston, MA: Pearson.
  - Part 1: Chapter 3, "Capturing Marketing Insights and Forecasting Demand."
  - Part 3: Chapter 7, "Crafting the Brand Positioning and Competing Effectively."
  - Part 3: Chapter 8, "Creating Brand Equity and Driving Growth."
  - Part 4: Chapter 9, "Setting Product Strategy and Introducing New Offerings."
  - Part 4: Chapter 11, "Developing Pricing Strategies and Programs."

## Learning Activities

### u05s1 - Branding Field Trip

While at a grocery store, take a trip down the soup aisle. Pay particular attention to shelf presence, packaging, in store placement, and promotion. In particular, study the Campbell's brand. What are you noticing about their packaging? What do you think their brand position is? What do you think their brand message is? Who is their target market? How can their brand strategy help promote trialing different products within the brand portfolio?

These are just questions to ponder as you take this grocery field trip. How can you adopt some of these strategies learned and apply them to your selected case study organization?

**Note:** Please notify your instructor if you are unable to go to a grocery store to complete this

assignment. They will work with you to identify an alternate approach to completing the requirements.

## u05d1 - Branding

For this week's discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** Identify a product that is part of a family of brands. In 3–4 paragraphs, explain how the product is branded. Address the following questions:

- What is the brand name for the product?
- How is the product branded (that is, individual family brand, company brand, sub-brand)?
- What role does the brand play in the brand portfolio?

**Option B:** Identify a product that is co-branded with another product. In 3–4 paragraphs, explain the co-branding strategy. Address the following questions:

- What brands are co-branded in the product?
- Which brand has more equity? Why?
- Could the same product be marketed effectively without co-branding?

## Response Guidelines

After posting your discussion, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

### Course Resources

### Graduate Discussion Participation Scoring Guide

## Unit 6 >> Business and Market Intelligence

### Introduction

#### This week you will:

- Participate in a discussion in which you analyze your selected organization.
- Practice using industry classification schemes to correctly classify a business or company.
- Continue to work on your brand presentation or team project.

Business and market intelligence are the keys to understanding the competitive environment. It is doubtful that your direct competitors will share extensive information with you about their product. As such, it is necessary for your marketing team to learn tools and techniques that can give you an edge in your marketplace. In this unit, you will seek out sources of free marketing data that can help you better understand the characteristics of the marketplace you are competing in.

During these last five weeks of the course, we will continue to explore marketing theories, tools, and techniques that are relevant in today's social and business environments. This exploration will contribute to your broader understanding of marketing management, as well as to your more specific understanding of branding, market analysis, and digital marketing.

As you begin thinking about business and market intelligence, these readings may help you get started:

- Ferguson, R. B. (2013). [The big deal about a big data culture \(and innovation\)](#). *MIT Sloan Management Review*, 54(2), 1–5.
- Gilad, B. (2015, July 31). [Companies collect competitive intelligence, but don't use it](#). *Harvard Business Review Digital Articles*, 2–5.
- Gilad, B., & Hoppe, M. (2016, June 16). [The right way to use competitive intelligence](#). *Harvard Business Review Digital Articles*, 2–4.

### Learning Activities

#### u06s1 - Planning Ahead: Unit 10 Assignment

Your brand analysis assignment will be due at the end of Week 7. By now, you should have selected a template for the presentation, have an outline for the assignment, and have content complete in some

areas. Now is a good time to take another look at the scoring guide to make sure your outline aligns with the scoring criteria. Doing a little work each week will keep you from feeling rushed or stressed as the assignment due date nears.

## u06d1 - Company Analysis

As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

In preparing your response, you will need to know what SIC and NAICS codes are and why they are important. They are both codes for classifying a business or company within an industry grouping. In short, they identify the company's business. These classifications are useful for purposes of trade, understanding competition, and financial reporting.

- The Standard Industrial Classification (SIC) codes, established in the 1930s, classify U.S.-based companies according to a four-digit code.
- The North American Industry Classification System (NAICS) was established in the late 1990s to assign a six-digit code to companies operating in North America. A primary purpose of NAICS is to harmonize the classification schemes between Canada, the United States, and Mexico.

The following resources will help you identify SIC and NAICS codes for the business or company you have selected for your Unit 10 assignment:

- Executive Office of the President, Office of Management and Budget. (2017). [North American industry classification system \[PDF\]](https://www.census.gov/eos/www/naics/2017NAICS/2017_NAICS_Manual.pdf). Retrieved from [https://www.census.gov/eos/www/naics/2017NAICS/2017\\_NAICS\\_Manual.pdf](https://www.census.gov/eos/www/naics/2017NAICS/2017_NAICS_Manual.pdf)
- United States Department of Labor. (n.d.). [Standard industrial classification \(SIC\) system search](https://www.osha.gov/pls/imis/sicsearch.html). Retrieved from <https://www.osha.gov/pls/imis/sicsearch.html>

In 3–4 paragraphs, analyze the business you have been exploring this term. In your analysis of the business, be sure to address each of the following questions:

- What is the primary product or service being marketed by the business?
- What are the core competencies of the business?
- What are the characteristics of the workforce in this business?

- What are the SIC and NAICS codes for the business?

## Response Guidelines

After posting your discussion, provide substantive responses to at least two your peers. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

### Course Resources

Graduate Discussion Participation Scoring Guide

## Unit 7 >> Location Analysis

### Introduction

#### This week you will:

- Complete an interactive activity, Market Analysis, and participate in a discussion about what you learned from it.
- Submit your brand presentation or continue to work on your team project.

We have all probably heard the words “location, location, location” as being important in identifying where to open a business. When we think of Starbucks, we can all easily understand (and see in our own neighborhoods) that they place their stores in densely populated areas with lots of foot and vehicular traffic. A manufacturing business, however, would be more likely to locate in an area with favorable zoning, taxation, and property valuation. Clearly, Starbucks and the manufacturing business are not competing for location nor, for that matter, are they competing for the same customers. However, that manufacturing business might be better able to attract employees if they have the benefits of the social infrastructure afforded by the local Starbucks and similar businesses.

As you begin thinking about location analysis, these articles may help you get started:

- Cich, B. C. (2017). [Finding the right site: Four considerations for selecting facility locations](#). *Health Facilities Management*, 30(10), 36–39.
- Griffin, D. (n.d.). [The effect of business location to the business' success](http://smallbusiness.chron.com/effect-business-location-business-success-596.html). Retrieved from <http://smallbusiness.chron.com/effect-business-location-business-success-596.html>

- Entrepreneur Media Staff. (2015, May 20). [Ten things to consider when choosing a location for your business](https://www.entrepreneur.com/slideshow/299849#0). Retrieved from <https://www.entrepreneur.com/slideshow/299849#0>
- Entrepreneur Media Staff. (n.d.). [Expanding with a second location](https://www.entrepreneur.com/article/47552). Retrieved from <https://www.entrepreneur.com/article/47552>
- Fenker, R. (2012). [Using property scoring to find the right location](#). *Retail Property Insights*, 19(1), 32–36.
- Mandelbaum, R. (2016). [A business owner's guide to finding the best location for your store](http://time.com/money/4392124/how-to-locate-your-store/). Retrieved from <http://time.com/money/4392124/how-to-locate-your-store/>
- Kimelberg, S. M., & Williams, E. (2013). [Evaluating the importance of business location factors: The influence of facility type](#). *Growth and Change*, 44(1), 92–117.
- Spaeder, K. E. (n.d.). [How to find the best location](https://www.entrepreneur.com/article/73784). Retrieved from <https://www.entrepreneur.com/article/73784>
- Vlachou, C., & Iakovidou, O. (2015). [The evolution of studies on business location factors](#). *Journal of Developmental Entrepreneurship*, 20(4), 1–23.

## Learning Activities

### u07s1 - Activity: Market Analysis

It is important for marketing professionals to base their business or company decisions, including those around the search for an additional location, on reliable data. The following two-part interactive activity provides you with access to some free data sources for your decision making. In this activity, you will take a virtual field trip to the United States Census Bureau and then apply what you have learned from navigating through their databases.

- [Market Analysis](#).

You will use the databases from the following website in this activity.

- United States Census Bureau. (2017). [Census business builder \(CBB\)](https://www.census.gov/data/data-tools/cbb.html). Retrieved from <https://www.census.gov/data/data-tools/cbb.html>

### u07a1 - Brand Presentation

## Introduction



Completion of this portfolio work project will help you understand the key components of a brand presentation.

## Scenario

The Vice President of Marketing at MSH Brands (**or** at your employer or future employer company) was impressed with your marketing plan submitted in Unit 4. They have now asked you to develop a brand presentation based on this work

## Your Role

You are a Brand Manager at MSH Brands (**or** at your employer or future employer company). You are being asked to develop a brand presentation for a new pet food product (or new product or line extension at your employer or future employer.)

## Requirements

You are to develop a brand presentation including the following elements based on your research, building on your work submitted in Unit 4. Develop a PowerPoint presentation of 8–12 slides that synthesize the work, using the speaker's notes sections of each slide to expand your talking points. Be sure your presentation includes:

What is the brand name for the product? What role does the new product play in the brand portfolio?

- Who is the target market?
- What will be the new product's objectives (create greater customer loyalty, increase trials, expand usage among current users, support trade relations)?
- What will be the new product position? How will it complement the objectives?
- What will be the new product competitive pricing strategy? How will it complement the objectives?
- How will this be reflected in the packaging? How will it complement the objectives?
- How will this be reflected in the promotion? How will it complement the objectives?
- How will this be reflected in the placement? How will it complement the objectives?

## Deliverable Format

- PowerPoint presentation.
- 8–12 slides (in addition to the title and references slides).
- Include additional details on each slide in the speaker's notes section.
- Additional requirements:
  - Title slide.

- References slide.
- APA-formatted references from at least five sources.
- Be sure you consider the audience.

## Evaluation

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies through corresponding scoring guide criteria:

- Competency 1: Apply marketing theories and models to develop marketing strategies.
  - Articulate the context of the business (product name, role in brand, target segment).
- Competency 2: Evaluate the effectiveness of marketing strategies and methods.
  - Evaluate the effectiveness of marketing strategies (product objectives and positioning).
- Competency 3: Use data to support evidence-based marketing decisions.
  - Evaluate the marketing mix (pricing, packaging, promotion, and placement) for a product.
- Competency 5: Communicate marketing needs, opportunities, and strategies with multiple stakeholders.
  - Write coherently to support a central idea with correct grammar, usage, and mechanics as expected of a business professional.

Your course instructor will provide feedback as if he/she were the recipient of your deliverables in the workplace, using the scoring guide. Refer to the assignment scoring guide to ensure you meet the grading criteria before submission.

## ePortfolio

This portfolio work project demonstrates your competency in applying knowledge and skills required of a MBA learner in the workplace. Save this activity to your ePortfolio for future reference in the workplace.

### Course Resources

[Guidelines for Effective PowerPoint Presentations \[PPTX\]](#)

## u07d1 - Marketing Data

In this unit, you took a virtual field trip through an interactive activity to learn about publicly available sources of data that are useful for marketers. Discuss what you learned on the field trip, and identify at least three ways marketers can use the data available on these websites to better understand their target markets.

Then, search the Internet and locate at least one additional website with free data that might be helpful for marketing managers. Provide the name of the company hosting the site and the URL. In addition, address the following questions:

- How can marketers use this data to make marketing decisions?
- What are some possible limitations of the data available on the website? How can marketers overcome these limitations?

The following articles will help you get started in your thinking about sources of marketing data:

- Beesley, C. (2016, March 8). [Conducting market research? Here are 5 official sources of free data that can help \[Blog post\]](https://www.sba.gov/blogs/conducting-market-research-here-are-5-official-sources-free-data-can-help). Retrieved from <https://www.sba.gov/blogs/conducting-market-research-here-are-5-official-sources-free-data-can-help>
- Beesley, C. (2016, September 9). [Free sources of market data and how to use that data for business planning \[Blog post\]](https://www.sba.gov/blogs/free-sources-market-data-and-how-to-use-that-data-for-business-planning). Retrieved from <https://www.sba.gov/blogs/free-sources-market-data-and-how-to-use-that-data-for-business-planning>

## Response Guidelines

Post your initial response. Then, provide a response to at least two of your peers. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

### Course Resources

### Graduate Discussion Participation Scoring Guide

## Unit 8 >> Marketing and Social Media

### Introduction

## This week you will:

- Participate in two discussions about social media, including how your selected company can leverage social media to drive growth.
- Continue working on your team project, if applicable **or** begin working on your individual digital marketing strategy due in Unit 10. Please review the assignment guidelines found in Unit 10.

Social media has completely changed the face of marketing. It is not that the older tools and models no longer work (they do!) but, rather, that these tools and models need to be applied in different ways. Social media takes the marketer into the world of “views,” “clicks,” and “likes” as a means of ascertaining product appeal to the potential market.

As you begin thinking about marketing and social media, these articles may help you get started:

- Alves, H., Fernandes, C., & Raposo, M. (2016). [Social media marketing: A literature review and implications](#). *Psychology and Marketing*, 33(12), 1029–1038.
- Malhotra, A., Malhotra, C. K., & See, A. (2013). [How to create brand engagement on Facebook](#). *MIT Sloan Management Review*, 54(2), 18–20.
- Reto, F., Rauschnabel, P. A., & Hinsch, C. (2017). [Elements of strategic social media marketing: A holistic framework](#). *Journal of Business Research*, 70, 118–126.
- Richardson, P. S., Choong, P., & Parker, M. (2016). [Social media marketing strategy: Theory and research propositions](#). *Journal of Marketing Development and Competitiveness*, 10(2), 24–34.
- Sashittal, H. C., Hodis, M., & Sriramachandramurthy, R. (2014). [Is your brand a living entity?](#) *MIT Sloan Management Review*, 55(3), 95–96.
- Schulze, C., Schöler, L., & Skiera, B. (2015). [Customizing social media marketing](#). *MIT Sloan Management Review*, 56(2), 8–10.
- Urban, G. L., Gosline, R., & Lee, J. (2017). [The power of consumer stories in digital marketing](#). *MIT Sloan Management Review*, 58(4), 10–13.
- Vinerean, S. (2017). [Importance of strategic social media marketing](#). *Expert Journal of Marketing*, 5(1), 28–35. Retrieved from <http://marketing.expertjournals.com/23446773-504/>
- Whiting, A., & Deshpande, A. (2016). [Towards greater understanding of social media marketing: A Review](#). *Journal of Applied Business and Economics*, 18(4), 82–91.

## Learning Activities

### u08d1 - Social Media Matters

For this week's discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** In 3–4 paragraphs, analyze how social media has influenced the evolution of marketing practice. In preparing your response, be sure to address the following questions:

- Which market segments are most likely to be effectively targeted with social media?
- Are there market segments that are not likely to be effectively targeted with social media?

**Option B:** In 3–4 paragraphs, analyze how marketing management might have evolved if social media did not exist. In preparing your response, be sure to address the following questions:

- How might marketing practice have evolved if the technology that existed in 1990 was still the prevailing technology of today?
- What methods would marketers use to reach customers if social media technology did not exist today?

## Response Guidelines

After posting your initial discussion response, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option. Be sure to consider the insights, comments, or questions raised as a result of your peers' posts. Reference sources as appropriate, using APA style and formatting, to support your views.

### Course Resources

Graduate Discussion Participation Scoring Guide

## u08d2 - Planning Social Media

For this discussion, think about your selected business or company, and respond to the following:

- What three approaches to social media could the company benefit from? Why?

- What three approaches to social media would you consider using in your next job search? Why?
- How can you use social media as a strategy in your next job search or career advancement? How can you use Social Media to enhance your job search? How can you use LinkedIn, Twitter, other SM to position yourself, showcasing your skills/expertise?

## Response Guidelines

After posting your initial discussion response, provide a substantive response to at least two of your peers. Be sure to consider the insights, comments, or questions raised as a result of your peers' posts. Reference sources as appropriate, using APA style and formatting, to support your views.

### Course Resources

Graduate Discussion Participation Scoring Guide

[Online Social Networking](#)

## Unit 9 >> Digital Marketing

### Introduction

#### This week you will:

- Participate in two discussions related to digital marketing.
- Keep working on your digital marketing assignment or team project.

Digital marketing activities are performed while customers are connected to networks through various mobile devices. Among the many things that make digital marketing unique is the trigger of communication. Customers may target the business (pull communication) or the business may target the digital consumer (push communication). Digital marketing can take place through a variety of modalities including email, text, apps, and any other means by which a customer can communicate on a mobile device. Digital marketing has changed the landscape of marketing activities. This unit will help you understand some of the ramifications—and opportunities—of this new marketing reality.

As you begin thinking about digital marketing, these articles may help you get started:

- Andrews, M., Goehring, J., Hui, S., Pancras, J., & Thornswood, L. (2016). [Mobile promotions: A framework and research priorities](#). *Journal of Interactive Marketing*, 34, 15–24.
- Grewal, D., Bart, Y., Spann, M., & Zubcsek, P. P. (2016). [Mobile advertising: A framework and research agenda](#). *Journal of Interactive marketing*, 34, 3–14.
- Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). [Gamification and mobile marketing effectiveness](#). *ScienceDirect*, 34, 25–36.
- Kaplan, A. M. (2012). [If you love something, let it go mobile: Mobile marketing and mobile social media 4x4](#). *Business Horizons*, 55, 129–139.
- Shanker, V., Kleijnen, M., Ramanathan, S., Rizley, R., Holland, S., & Morrissey, S. (2016). [Mobile shopper marketing: Key issues, current insights, and future research avenues](#). *Journal of Interactive Marketing*, 34, 37–48.
- Stocchi, L., Guerini, C., & Michaelidou, N. (2017). [When apps are worth paying for? How marketers can analyze the market performance of mobile apps](#). *Journal of Advertising Research*, 57(3), 260–271.
- Urban, G. L., Gosline, R., & Lee, J. (2017). [The power of consumer stories in digital marketing](#). *MIT Sloan Management Review*, 58(4), 10–13.

## Learning Activities

### u09d1 - Digital Marketing

For this discussion, **choose either Option A or Option B**. You do not need to do both. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

**Option A:** Consider the realm of digital marketing you have learned about in this unit. In 3–4 paragraphs, analyze which digital marketing approach may be most effective with at least two different generational cohorts. Be sure to consider why you think these approaches might be most appropriate for the identified cohorts as well as why these approaches might be less effective with other cohorts.

**Option B:** Consider the realm of digital marketing you have learned about in this unit. In 3–4 paragraphs, explain how the type of product being marketed influences the approach the marketer takes with digital. Are there certain types of product that do better with a specific approach to digital?

## Response Guidelines

After posting your discussion, provide a substantive response to one of your peers who chose the same option as you did and one who chose the other option. Consider the insights, comments, or questions raised as a result of your peers' posts. Be sure to reference sources as appropriate, using APA style and formatting, to support your views.

#### Course Resources

Graduate Discussion Participation Scoring Guide

## u09d2 - Digital Marketing Analysis

For this discussion, think about your selected business or company. Respond to the following:

- What digital marketing approaches might be appropriate to reach the targeted customers?
- What digital marketing approaches are likely to be least effective?

## Response Guidelines

After posting your initial discussion response, provide a substantive response to at least two of your peers in class. Be sure to consider the insights, comments, or questions raised as a result of your peers' posts. Reference sources as appropriate, using APA style and formatting, to support your views.

#### Course Resources

Graduate Discussion Participation Scoring Guide

## Unit 10 >> Measuring Social Media and Digital Marketing Results

### Introduction



## This week you will:

- Complete and submit your final assignment, Digital Marketing Strategy.
- Participate in a discussion on measuring social media results.

When measuring the results of social media and digital marketing, we have to measure outcomes to determine the effectiveness of a general approach or campaign. If we cannot determine effectiveness, how can we possibly know if this is something we want to do again or not? In this unit, you will gain insight on some approaches to measuring social media and digital marketing effectiveness. Unlike other areas of business operations (for example, finance), the measurements here are still evolving. However, you need to have at least a foundation for thinking about this very important aspect of marketing.

As you start thinking about measuring social media with analytics, these articles may help you get started:

- Bendle, N. T., & Bagga, C. K. (2016). [The metrics that marketers muddle](#). *MIT Sloan Management Review*, 57(3), 73–82.
- Hoffman, D. L., & Fodor, M. (2010). [Can you measure the ROI of your social media marketing?](#) *MIT Sloan Management Review*, 52(1), 41–49.
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). [Social media metrics – A framework and guidelines for managing social media](#). *Journal of Interactive Marketing*, 27(4), 281–298.
- Turnbull, S., & Jenkins, S. (2016). [Why Facebook reactions are good news for evaluating social media campaigns](#). *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 156–158.

## Learning Activities

### u10a1 - Digital Marketing Plan

## Introduction

This portfolio work project, a digital marketing plan with a social media strategy, will help you demonstrate competency in digital marketing planning and measurement.

## Scenario

The Vice President of Marketing at MSH Brands (**or** at your employer or future employer company) was impressed with your marketing plan and brand presentation submitted in Units 4 and 7. They have now asked you to develop a Digital Marketing Strategy based on this work.

# Your Role

You are a Brand Manager at MSH Brands (**or** at your employer or future employer company). You are being asked to develop a digital marketing strategy for a new pet food product (or new product or line extension at your employer or future employer.)

## Requirements

Building on your prior work this term, develop a digital marketing plan using the SOSTAC model. Your plan must address each of the SOSTAC elements, including:

### 1. Situational Analysis

- Analyze the current situation in terms of customers, intermediaries, and competencies.
- Conduct a thorough competitive analysis and identify what your competitors are doing in terms of Web presence and social media presence.

### 2. Objectives

- Develop specific measurable objectives for a digital marketing strategy. Where do you want your company to be?

### 3. Strategy

- Articulate short- (< 1 year), medium- (1 to 3 years), and long-term (> 3 years) digital marketing strategies. How do you achieve your objectives within these terms?

### 4. Tactics

- Differentiate various techniques (for example, website, social media, advertising, pay-per-click, events, press releases, sponsorships) to use for implementing strategies. How will you build your sales funnel?

### 5. Actions

- Develop a project plan for executing each tactic. The plan is to briefly capture your execution of the tactics.

### 6. Controls

- Develop specific metrics to monitor tactics. How do you know things are going as planned? How often will you monitor the metrics?

## Deliverable Format

### Requirements:

- The digital marketing plan must be at least 8–10 pages in length, in addition to the title and reference pages.

### Related company standards:

- The digital marketing plan is a professional document and should therefore follow the corresponding MBA Academic and Professional Document Guidelines (available in the MBA Program Resources), including single-spaced paragraphs.
- Use at least five scholarly or academic sources, formatted per APA.

## Evaluation

By successfully completing this assessment, you will demonstrate your proficiency in the following course competencies through corresponding scoring guide criteria:

- Competency 1: Apply marketing theories and models to develop marketing strategies.
  - Analyze the current situation in terms of customers, intermediaries, and competencies.
- Competency 2: Evaluate the effectiveness of marketing strategies and methods.
  - Develop specific measurable objectives.
  - Articulate short-, medium-, and long-term digital marketing strategies.
- Competency 3: Use data to support evidence-based marketing decisions.
  - Differentiate various techniques to use for implementing strategies.
- Competency 4: Analyze the role of technology and social media in effective marketing strategies.
  - Develop a project plan for executing each tactic.
  - Develop specific metrics to monitor tactics.
- Competency 5: Communicate marketing needs, opportunities, and strategies with multiple stakeholders.
  - Write coherently to support a central idea with correct grammar, usage, and mechanics as expected of a business professional.

Your course instructor will provide feedback as if he/she were the recipient of your deliverable in the workplace, using the scoring guide. Refer to the assignment scoring guide to ensure that you meet the grading criteria before submission.

### ePortfolio

This portfolio work project demonstrates your competency in applying knowledge and skills required of a MBA learner in the workplace. Save this activity to your ePortfolio for future reference in the workplace.

#### Course Resources

[North American Industry Classification System \[PDF\]](#)

[Standard Industrial Classification \(SIC\) System Search](#)

### u10d1 - Measuring Social Media and Digital Marketing Effectiveness

For this week's discussion, you will respond based on the business you selected this term. In 3–4 paragraphs, analyze how you can measure the effectiveness of the social media and digital marketing approaches you have identified for the business. As you draft your discussion post, remember that adding support to your statements adds strength to your position. When you reference a source to support your ideas or opinions, you must cite that source following APA guidelines.

## Response Guidelines

After posting your initial discussion response, provide substantive responses to at least two of your peers. Be sure to consider the insights, comments, or questions raised as a result of your peers' posts. Reference sources as appropriate, using APA style and formatting, to support your views.

#### Course Resources

Graduate Discussion Participation Scoring Guide

### u10s1 - Topic Resources