

# Syllabus

## MKTG-530: Marketing Management

### Course Description

Students in this course will create product development strategies and market demand estimates from an assessment of market structure, as well as internal and external marketing environments. Students will articulate models for product differentiation and positioning within the market; determine pricing strategies, price setting methods, distribution channels, and key channel members; and analyze the effectiveness of emerging promotional strategies. Students will develop a biblically-based ethical framework to govern marketing strategies and tactics.

Credit Hours: 3

Prerequisite Courses: None

### Course Outcomes

Upon successful completion of this course, students should be able to:

1. Create product development strategies and market demand estimates.
2. Articulate models for product differentiation and positioning within the market.
3. Determine pricing strategies, price setting methods, distribution channels, and key channel members.
4. Analyze the effectiveness of emerging promotional strategies.
5. Assess the market structure and internal and external marketing environments to determine the crucial factors influencing the marketing strategy.
6. Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.

---

### Course Topics

- The marketing mix (product, price, promotion, and distribution)

- Market research, analysis, and planning
  - Data analytics
  - Product marketing vs. services marketing
  - Marketing via the Internet, social media platforms, digital and mobile technologies
  - Consumer behavior
  - Ethics in marketing
  - Business to business (B2B) marketing
  - Global marketing of goods and/or services
  - Customer relations management
- 

## Course Resources

### Provided by OCLS

- McDonald, M. (2016). *Malcolm McDonald on marketing planning : Understanding marketing plans and strategy* (2nd ed.). Philadelphia, PA: Kogan Page. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,sso&db=nlebk&AN=1406073&site=ehost-live>.
- Barrow, C. (2016). *The 30 day MBA in marketing: Your fast track guide to business success* (2nd ed.). Kogan Page. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,sso&db=e000xna&AN=1135107&site=ehost-live>.
- Sanders, N. (2015). *Forecasting fundamentals*. Business Expert Press. Retrieved from <https://ebookcentral.proquest.com/lib/indwes/detail.action?docID=4742536>.
- Ries, A., & Trout, J. (2000). *Positioning: The battle for your mind* (20th anniversary ed). McGraw-Hill Professional. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,sso&db=nlebk&AN=55579&site=ehost-live>.
- Goldsmith, D., & Goldsmith, L. (2012). *Creating new products and services: Paid to think*. New York: BenBella Books. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,sso&db=nlebk&AN=944885&site=ehost-live>.

Lopez, S. (2014). Value-based marketing strategy: Pricing and costs for relationship marketing. Vernon Press. Retrieved from <https://ebookcentral.proquest.com/lib/indwes/detail.action?docID=4771410>.

Randazzo, G. W. (2014). Developing successful marketing strategies. New York, New York: Business Expert Press. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,sso&db=nlebk&AN=1055551&site=ehost-live>.

Jensen, M. (2013). Setting profitable prices: A step-by-step guide to pricing strategy--without hiring a consultant. John Wiley & Sons, Incorporated. Retrieved from <https://ebookcentral.proquest.com/lib/indwes/detail.action?docID=1119804>.

**Note: This course utilizes Online Educational Resources that are displayed in Student Resources within each workshop (or module).**

---

## IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member's earthly and eternal worth. We refute ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

---

## Grading Scale

Grade	Quality Points Per Credit	Percentage	Score
<b>A</b>	4.0	95%–100%	950–1000

Grade	Quality Points Per Credit	Percentage	Score
<b>A-</b>	3.7	92%–94.9%	920–949
<b>B+</b>	3.3	89%–91.9%	890–919
<b>B</b>	3.0	85%–88.9%	850–889
<b>B-</b>	2.7	82%–84.9%	820–849
<b>C+</b>	2.3	79%–81.9%	790–819
<b>C</b>	2.0	75%–78.9%	750–789
<b>C-</b>	1.7	72%–74.9%	720–749
<b>D+</b>	1.3	69%–71.9%	690–719
<b>D</b>	1.0	65%–68.9%	650–689
<b>F</b>	0.0	0%–64.9%	0–649

**Note:** In graduate level courses, a grade of C- or below will require the course to be repeated.

---

## Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

---

## Letter Grade Equivalencies

Grade	Quality Points Per Credit
<b>A</b>	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
<b>B</b>	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
<b>C</b>	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
<b>D</b>	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
<b>F</b>	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

**Note:** In graduate level courses, a grade of C- or below will require the course to be repeated.

## Workshop Outlines

### Workshop One Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Articulate models for product differentiation and positioning within the market.

## Workshop One Outline

Title	Due Dates	Time	Points
<b>1.1 Discussion: Devotional - Ethics in the Marketplace</b>	Due by the end of the workshop.	.5 hours	10
<b>1.2 Exercise: Product or Service Category Selection</b>	Due by the end of day two of the workshop.	2 hours	0
<b>1.3 Discussion: Research-based Marketing Plan Initial Proposal - Product Differentiation and Positioning</b>	Due by the end of the workshop.	12 hours	65
<b>Totals</b>		<b>14.5 hours*</b>	<b>75</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Two Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Articulate models for product differentiation and positioning within the market.
- Assess the market structure to determine the crucial factors influencing the marketing strategy.
- Create product development strategies and market demand estimates.

## Workshop Two Outline

Title	Due Dates	Time	Points
<b>2.1 Discussion: Devotional - The Bible on Segmentation and Target Marketing</b>	Due by the end of the workshop.	.5 hours	10
<b>2.2 Discussion: Research-based Peer Alternative Response to 1.3</b>	Due by the end of the workshop.	4 hours	65
<b>2.3 Discussion: Research-based Marketing Plan Initial Proposal - Product Development and Market Demand</b>	Due by the end of the workshop.	12 hours	40
<b>Totals</b>		<b>16.5 hours*</b>	<b>115</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Three Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Assess the market structure to determine the crucial factors influencing the marketing strategy.
- Articulate models for product differentiation and positioning within the market.
- Assess the market structure and internal and external marketing environments to determine the crucial factors influencing the marketing strategy.
- Create product development strategies and market demand estimates.

## Workshop Three Outline

Title	Due Dates	Time	Points
<b>3.1 Discussion: Devotional - Is Competition Evil or Encouraged?</b>	Due by the end of the workshop.	.5 hours	10
<b>3.2 Discussion: Research-based Peer Alternative Response to 2.3</b>	Due by the end of the workshop.	4 hours	65
<b>3.3 Discussion: Research-based Marketing Plan Initial Proposal - Internal and External Marketing Environments</b>	Due by the end of the workshop.	12 hours	40
<b>3.4 Assignment: Research-based Marketing Plan Revised Final Proposal - Product Differentiation and Positioning</b>	Due by the end of the workshop.	4 hours	100
<b>Totals</b>		<b>20.5 hours*</b>	<b>215</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Four Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Assess the market structure and internal and external marketing environments to determine the crucial factors influencing the marketing strategy.
- Determine pricing strategies, price setting methods, distribution channels, and key channel members.
- Analyze the effectiveness of emerging promotional strategies.
- Create product development strategies and market demand estimates.



## Workshop Four Outline

Title	Due Dates	Time	Points
<b>4.1 Discussion: Devotional - Is Profit Biblical?</b>	Due by the end of the workshop.	.5 hours	10
<b>4.2 Discussion: Research-based Peer Alternative Response to 3.3</b>	Due by the end of the workshop.	4 hours	65
<b>4.3 Discussion: Research-based Marketing Plan Initial Proposal - Pricing, Promotion and Distribution Channels</b>	Due by the end of the workshop.	12 hours	40
<b>4.4 Assignment: Research-based Marketing Plan Final Proposal - Product Development and Market Demand</b>	Due by the end of the workshop.	4 hours	100
<b>Totals</b>		<b>20.5 hours*</b>	<b>215</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Five Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Analyze the effectiveness of emerging promotional strategies.
- Assess the market structure and internal and external marketing environments to determine the crucial factors influencing the marketing strategy.

## Workshop Five Outline

Title	Due Dates	Time	Points
<b>5.1 Discussion: Devotional - Planning</b>	Due by the end of the workshop	.5 hours	10
<b>5.2 Discussion: Research-based Peer Alternative Response to 4.3</b>	Due by the end of the workshop	4 hours	40
<b>5.3 Assignment: Research-based Marketing Plan Revised Final Proposal - Internal and External Marketing Environments</b>	Due by the end of the workshop	4 hours	100
<b>Totals</b>		<b>8.5 hours*</b>	<b>150</b>

\*These times are only estimates. Actual completion times will vary.

## Workshop Six Outcomes

Upon successful completion of this workshop, students will be able to:

- Develop a biblical framework to resolve ethical dilemmas in marketing strategies and tactics.
- Determine pricing strategies, price setting methods, distribution channels, and key channel members.
- Analyze the effectiveness of emerging promotional strategies.
- Articulate models for product differentiation and positioning within the market.
- Assess the market structure and internal and external marketing environments to determine the crucial factors influencing the marketing strategy.
- Create product development strategies and market demand estimates.

## Workshop Six Outline

Title	Due Dates	Time	Points
<b>6.1 Discussion: Devotional - Is Business Growth a Gift, a Task, or a Reward?</b>	Due by the end of the workshop	.5 hours	10
<b>6.2 Assignment: Research-based Marketing Plan Revised Final Proposal - Pricing, Promotion, and Distribution Channels</b>	Due by the end of the workshop	5 hours	100
<b>6.3 Assignment: Video Presentation and Executive Summary</b>	Due by the end of the workshop	4 hours	120
<b>Totals</b>		<b>9.5 hours*</b>	<b>230</b>

\*These times are only estimates. Actual completion times will vary.

**Outline Totals**

Total Time	Total Points
<b>90 hours*</b>	<b>1000</b>

\* These timings are based on estimations of average times to complete each activity. Actual activity completion times will vary.

**Alternative Assignment Policy**

Students with a documented disability may request accommodations for an alternative assignment(s) for course activities (Examples: video assignments, etc.). It is the student’s responsibility to submit the form received from the Disability Services Office indicating his/her specific accommodation to the instructor prior to the start of each course.

---

## Expectations, Policies, and Important Student Information

School/Division	
DeVoe School of Business	
Division of Liberal Arts	<a href="#">View School/Division Expectations</a>
School of Services and Leadership	
School of Educational Leadership	<a href="#">View School/Division Expectations</a>
Wesley Seminary @ IWU	<a href="#">View School/Division Expectations</a>
Nursing - Undergraduate	<a href="#">View School/Division Expectations</a>
Nursing - Graduate	<a href="#">View School/Division Expectations</a>

Listen  
Dictionary  
Translate