

**TRINE**  
UNIVERSITY  
**COURSE SYLLABUS**

**COURSE TITLE:** Marketing

**TERM & YEAR:**

**COURSE & SECTION NUMBER:** MK 203

**TIME & PLACE:** Asynchronous, Online

**NUMBER OF CREDIT HOURS:** 3

**INSTRUCTOR:** TBD

**OFFICE LOCATION/HOURS:** TBD

**OFFICE PHONE:** TBD

**EMAIL:** TDB

**COURSE DESCRIPTION:** The marketing activities necessary to provide goods and services to target customers are examined, as well as the role marketing plays in the social and economic system. The marketing variables of product, promotion, placement, and price are considered in the context of strategic planning, implementation, and control.

**PREREQUISITES:** BA 123 Business Concepts

**REQUIRED TEXT:** None

All materials are Open Educational Resources.

**Learning Outcomes:**

1. Apply appropriate marketing terminology to discussions and tasks, particularly value proposition and target market.
2. Explain how organizations and individuals market offerings and how they strategically plan and operate to accomplish their goals.
3. Define and use the traditional (4P's) and contemporary (creating, communicating, exchanging and delivering) components of marketing to demonstrate the value of an offering.
4. Analyze traditional and digital marketing strategies and channels, and apply them appropriately within the marketing mix.

**COURSE REQUIREMENTS:**

**ATTENDANCE/PARTICIPATION**

TrineOnline Attendance Policy

All students are expected to log in to their courses regularly throughout the week to receive instruction, materials, and updates from the instructor. It is your responsibility to check in and submit your assignments, complete your discussion board postings, and finish quizzes and exams by the due dates.

If you do not participate in the course, you will be counted absent. Simply logging in is not enough; you must submit/complete an assignment, post to a discussion board, or other similar

assignment tasks to avoid being counted absent. Instructors are required to submit attendance the Monday following each week of class.

This attendance is reported to the Financial Aid Department and may result in the loss of any financial aid refund you are expecting if you have not been participating in your courses. **In addition, you will be administratively dropped from the course if you are reported absent a total of three weeks.**

### GRADING/EVALUATION:

The course grading scale is as follows:

90-100% A	75-79% C+	60-64% D
85-89% B+	70-74% C	59% and below F
80-84% B	65-69% D+	

The assignment points are as follows:

<i>Discussion Board posts with responses</i> (7 at 40 points each)	<i>280 points</i>
<i>Quizzes</i> (8 at 25 points each)	<i>200 points</i>
<i>Assignments</i>	<i>520 points</i>
Paper: Part 1 Brief Introduction	5 points
Paper: Part 2: Company Profile	25 points
Ethics Research Paper	140 points
Paper: Part 3: Situation Analysis	25 points
Paper: Part 4: Rough Draft	25 points
Paper: Final Strategic Marketing Plan	150 points
Strategic Marketing Plan Presentation	150 points
<b>Total Class Points</b>	<b>1000</b>

### OTHER POLICIES:

Please see the Instructor and Student Interaction Expectations within the Course Information section of the Moodle course for additional information.

### LATE POLICY

This is a fast moving online course. Late material will lose value. There is a 20% penalty for each day the assignment is past due, up to 2 days. After 2 days, the assignment will not be accepted. No assignments will be accepted after the last day of the course.

### ACADEMIC MISCONDUCT

The University prohibits all forms of academic misconduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as

one's own (plagiarism) or knowingly furnishing false information to the University by forgery, alteration, or misuse of University documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from one's own work, submitting an academic exercise (written work, printing, design, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip or computer tampering. The faculty member has the authority to grant a failing grade in cases of academic misconduct as well as referring the case to Student Life.

## PLAGIARISM

You are expected to submit your own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and will result in an F for that assignment. A deliberate act of plagiarism, such as having someone else do your work, or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises), will at least result in an F for that assignment and could result in an F for the course.

## COURSE MAPPING:

Week One: LO1,2	
Learning Activities and Materials	Assessments
<p>Read:</p> <p>1. Module 1: What Is Marketing? <b>(LO1)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: What Is Marketing?</a> (4 pages)</li> <li>• <a href="#">Marketing Defined</a> (5 pages)</li> <li>• <a href="#">Marketing in Action</a> (5 pages)</li> <li>• <a href="#">The Marketing Concept</a> (4 pages)</li> <li>• <a href="#">Marketing and Customer Relationships</a> (7 pages)</li> <li>• <a href="#">How Organizations Use Marketing</a> (5 pages)</li> <li>• <a href="#">The Value of Marketing</a> (3 pages)</li> <li>• <a href="#">Putting It Together: What Is Marketing?</a> (4 pages)</li> </ul> <p>2. What is Marketing PowerPoint (25 slides) <b>(LO1)</b></p> <p>Watch:</p> <p>1. <a href="#">Introduction to Marketing</a> (02:29 minutes) <b>(LO1)(LO2)</b></p>	<p>Introduction Discussion Forum:</p> <p>1. Please introduce yourself to the class by doing a Kaltura video. Let's get to know each other.</p> <ul style="list-style-type: none"> <li>• Describe the view out of your favorite window.</li> <li>• Respond to at least two of your classmates.</li> </ul> <p>Week One Discussion Forum:</p> <p>1. Find a marketing job posted online and describe why it appeals to you. In 250 or more words, highlight the key skills and abilities needed to successfully do the job. Then respond to at least two of your classmates. <b>(LO1)(LO2)</b></p> <p><u>A</u>ssignments:</p> <p>1. Paper: Strategic Marketing Plan Project (Part 1 Brief Introduction Paper).</p> <ul style="list-style-type: none"> <li>• Select an organization (for-profit or non-profit) that is local to you. As you consider which organization to selected, keep in mind that you will need to interview at least one person</li> </ul>

<p>Complete: 1. Week One Discussion Forum <b>(LO1)(LO2)</b></p> <p>Supplemental: 1. <a href="#">Marketing Over Coffee Podcast</a></p>	<p>at the organization so be sure to have access to the person (either in person, video conference, or telephone). This week you will identify the organization of your choice. You will submit a brief overview of the organization and provide a rationale as to why you chose the organization for your Strategic Marketing Plan project. You will also provide the name of the individual that you plan to interview and a brief description of their role in the organization. <b>(LO1)</b></p> <p>Quiz One: What is Marketing? <b>(LO1)(LO2)</b></p>
<b>Week Two: LO1</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <p>1. Module 2: Marketing Function <b>(LO1)(LO2)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Marketing Function</a> (3 pages)</li> <li>• <a href="#">Importance of Customer</a> (5 pages)</li> </ul> <p>2. Module 3: Segmentation and Targeting <b>(LO1)(LO2)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Segmentation and Targeting</a> (2 pages)</li> <li>• <a href="#">Segmentation and Targeting Rationale</a> (5 pages)</li> </ul> <p>3. Module 7: Consumer Behavior <b>(LO1)(LO2)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Consumer Behavior</a> (2 pages)</li> <li>• <a href="#">Buying-Process Stages</a> (13 pages)</li> <li>• <a href="#">Low-Involvement vs. High Involvement Decisions</a> (4 pages)</li> <li>• <a href="#">Factors Influencing Consumer Decisions</a> (28 pages)</li> <li>• <a href="#">B2B Purchasing Decisions</a> (13 pages)</li> <li>• <a href="#">Putting It Together: Consumer Behavior</a> (6 pages)</li> </ul> <p>4. Marketing Function</p>	<p>Week Two Discussion Forum:</p> <p>1. Think about a recent product that you purchased. Now think about why you purchased the product. Did you research similar products on the market before making your buying decision? What factors impacted your decision to purchase this product? Would you purchase the product again? Why or why not? In 250 or more words, reflect on this purchase. Then respond to at least two of your classmates. <b>(LO1)(LO2)</b></p> <p><u>Assignments:</u></p> <p>1. Selling Dirt Project:</p> <ul style="list-style-type: none"> <li>• Your job is to sell dirt. Literally, your job is to determine a customer-base and package one pound of dirt to sell to your predetermined customers. How you sell your one pound of dirt is up to you. You can create a mini commercial using a Kaltura video using some visual aid, you can create a static social media advertisement, you can record a radio advertisement (with no</li> </ul>

<p>PowerPoint (21 slides) <b>(LO1)(LO2)</b></p> <p>5. Consumer Behavior PowerPoint (24 slides) <b>(LO1)(LO2)</b></p> <p>Watch: <a href="#">Why Consumer Behavior is Vital for Success in Marketing</a> (02:55 minutes) <b>(LO1)(LO2)</b></p> <p>Complete: 1. Week Two Discussion Forum <b>(LO1)(LO2)</b></p> <p>Supplemental: 1. <a href="#">Marketing Over Coffee Podcast</a></p>	<p>visual), you can create a print advertisement, and so on. Your options are limited only by your marketing research and your imagination. Due Wednesday.</p> <p>Provide feedback to two of your peers' submissions and then vote for your top three classmates' videos. Vote for the three presentations that would most likely cause you to purchase the one pound of dirt. To vote for your top three, reply to a classmate's video you would like to vote on and put vote and then explain why you chose their video. The classmate with the highest votes will earn 10 extra credit points. <b>(LO1)(LO2)</b></p> <p>2. Quiz Two: Consumer Behavior <b>(LO1)(LO2)</b></p>
<b>Week Three: LO2</b>	
<p><b>Learning Activities and Materials</b></p> <p>Read:</p> <p>1. Module 2: Marketing Function <b>(LO2)</b></p> <ul style="list-style-type: none"> <li><a href="#">The Role of the Marketing Plan</a> (5 pages)</li> <li><a href="#">Simulation: Ice Cream Magnate</a> (1 page)</li> <li><a href="#">Putting It Together: Marketing Function</a> (2 pages)</li> </ul> <p>2. Module 4: Marketing Strategy <b>(LO2)</b></p> <ul style="list-style-type: none"> <li><a href="#">Why It Matters: Marketing Strategy</a> (4 pages)</li> <li><a href="#">Alignment of Marketing Strategies</a> (14 pages)</li> <li><a href="#">Marketing Strategy Mechanics</a> (10 pages)</li> <li><a href="#">Strategic Planning Tools</a> (11 pages)</li> <li><a href="#">Examples of Corporate Strategies</a> (8 pages)</li> <li><a href="#">Customer Relationships</a> (5 pages)</li> <li><a href="#">Putting It Together: Marketing Strategy</a> (7 pages)</li> </ul> <p>3. Marketing Function PowerPoint</p>	<p><b>Assessments</b></p> <p>Week Three Discussion Forum:</p> <p>1. Choose a product category (i.e. blue jeans, or luxury cars, or sunscreen, or any product category. It's your choice!)</p> <ul style="list-style-type: none"> <li>Identify three different specific brands and their respective positioning strategies. How is each position communicated to the target audience?</li> <li>After watching Rachel David's TedTalk, "<i>How Influencers Have Transformed Modern Marketing</i>" identify potential "influencers" for each of the three different brands that you have identified. Respond to at least two of your classmate's posts. <b>(LO2)</b></li> </ul> <p><u>Assignments:</u></p> <p>1. Paper: Strategic Marketing Plan Project (Part 2: Company Profile)</p>

<p>(21 slides) <b>(LO2)</b></p> <p>4. Marketing Strategy PowerPoint</p> <p>(24 slides) <b>(LO2)</b></p> <p>Watch:</p> <p>1. <a href="#">Rachel David: How Influencers Have Transformed Modern Marketing</a> (14:33 minutes) <b>(LO2)</b></p> <p>Complete:</p> <p>1. Week Three Discussion Forum <b>(LO2)</b></p> <p>Supplemental:</p> <p>5. <a href="#">Marketing Over Coffee Podcast</a></p> <p>6. Module 3: Segmentation and Targeting</p> <ul style="list-style-type: none"> <li>• <a href="#">Common Segmentation Approaches</a> (11 pages)</li> <li>• <a href="#">Segmentation Decisions</a> (5 pages)</li> <li>• <a href="#">Case Study: eHarmony Targets Women</a> (2 pages)</li> <li>• <a href="#">Targeting and Marketing Mix</a> (11 pages)</li> <li>• <a href="#">Case Study: Red Bull Wins the "Extreme" Niche</a> (2 pages)</li> <li>• <a href="#">Simulation: Segmenting the Ice Cream Market</a> (1 page)</li> <li>• <a href="#">Putting It Together: Segmentation and Targeting</a> (5 pages)</li> </ul> <p>7. Segmentation and Targeting</p> <p>8. PowerPoint (24 slides) <b>(LO2)</b></p>	<ul style="list-style-type: none"> <li>• Review and Begin your Strategic Marketing Plan</li> <li>• Download the Marketing Plan Template.</li> <li>• Take a moment to look over the Marketing Plan Template and notice the different pieces of information it includes.</li> <li>• Add your name to the header.</li> <li>• Save the template with a new name using: first initial.last name_Strategic MK Plan.</li> <li>• Complete the company profile section of your marketing plan.</li> <li>• Complete the Market Segmentation and Targeting section of your marketing plan.</li> <li>• Submit this document as an assignment. <b>(LO2)</b></li> </ul> <p>Quiz Three: Marketing Strategy <b>(LO2)</b></p>
<b>Week Four: LO1-4</b>	
<p><b>Learning Activities and Materials</b></p> <p>1. Module 5: Ethics and Social Responsibility <b>(LO1)(LO2)(LO3)(LO4)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Ethics and Social Responsibility</a> (3 pages)</li> </ul>	<p><b>Assessments</b></p> <p>Week Four Discussion Forum:</p> <p>1. Find a company that you do not consider to be ethical and then in 250 or more words, explain why you do not believe they are ethical. What could they do to change this consumer perspective? Describe how the</p>

<ul style="list-style-type: none"> <li>• <a href="#">Ethical Marketing Issues</a> (15 pages)</li> <li>• <a href="#">Regulatory Laws</a> (19 pages)</li> <li>• <a href="#">B2B and B2C Marketer Ethical Dilemmas</a> (17 pages)</li> <li>• <a href="#">Ensuring Ethical Marketing and Sales</a> (14 pages)</li> <li>• <a href="#">Simulation: Ethics</a> (1 page)</li> <li>• <a href="#">Social Responsibility Marketing Impact</a> (7 pages)</li> <li>• <a href="#">Putting It Together: Ethics and Social Responsibility</a> (6 pages)</li> </ul> <p>2. Ethics and Social Responsibility PowerPoint (28 slides) <b>(LO1)(LO2)(LO3)(LO4)</b></p> <p>Watch:</p> <p>1. <a href="#">Creating organizational cultures based on values and performance   Ann Rhoades   TEDxABQ</a> (10:58 minutes) <b>(LO2)</b></p> <p>Complete:</p> <p>1. Week Four Discussion Forum <b>(LO1)(LO2)(LO3)</b></p> <p>Supplemental:</p> <p>1. <a href="#">Marketing Over Coffee Podcast</a></p>	<p>concepts presented in this week's TedTalk "Creating organizational cultures based on values and performance" could positively impact the organization that you've selected. Then respond to at least two of your classmates. <b>(LO1)(LO2)(LO3)(LO4)</b></p> <p><u>Assignments:</u></p> <p>1. Ethics Research Paper:</p> <ul style="list-style-type: none"> <li>• Select a company that you believe to be an ethical company. Research the organization and then in 500 or more words (approximately 2 pages), explain why they are perceived as ethical. Use the course materials from this week to help guide your thoughts. Your paper should be written in APA formatting and include at least one reference. You can select your own organization or choose from the list below. <b>(LO1)(LO2)(LO3)(LO4)</b> <ul style="list-style-type: none"> <li>○ Rothy's</li> <li>○ TenTree</li> <li>○ Patagonia</li> <li>○ Green Chef</li> <li>○ TOMS</li> <li>○ Beyond Meat</li> <li>○ Lush Cosmetics</li> <li>○ Numi Tea</li> <li>○ Seventh Generation</li> </ul> </li> </ul> <p>Quiz Four: Ethics and Social Responsibility <b>(LO1)(LO2)(LO3)(LO4)</b></p>
<b>Week Five: LO2,3</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <p>1. Module 2: Marketing Function <b>(LO2)(LO3)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Marketing Mix</a> (10 pages)</li> <li>• <a href="#">Using the Marketing Mix</a> (3 pages)</li> <li>• <a href="#">Case Study: Chobani</a> (5 pages)</li> </ul> <p>2. Module 10: Product Marketing <b>(LO3)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Product Marketing</a> (3 pages)</li> </ul>	<p>Week Five Discussion Forum:</p> <p>1. This week we are going to flip the classroom. This week you get to be the instructor! Pick either Product or Pricing in marketing from this week's focus on the 4Ps. Find an article, video, or other resource (not one already presented within the course) that relates to either Product or Pricing. Explain to your peer's why this term is important to the overall concept marketing mix and you how you did or did not effectively apply the Product or Pricing "P" effectively to selling your 1</p>



<ul style="list-style-type: none"> <li>• <a href="#">Products and Marketing Mix</a> (20 pages)</li> <li>• <a href="#">Product Life Cycle</a> (14 pages)</li> <li>• <a href="#">Product Portfolio Management</a> (16 pages)</li> <li>• <a href="#">New Product Development Process</a> (19 pages)</li> <li>• <a href="#">Challenges for New Products</a> (7 pages)</li> <li>• <a href="#">Putting It Together: Product Marketing</a> (2 pages)</li> </ul> <p>3. Module 11: Pricing <b>(LO3)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Why It Matters: Pricing Strategies</a> (4 pages)</li> <li>• <a href="#">Pricing Impact on Value of Products or Services</a> (8 pages)</li> <li>• <a href="#">Pricing Considerations</a> (18 pages)</li> <li>• <a href="#">Common Pricing Strategies</a> (12 pages)</li> <li>• <a href="#">Price Elasticity</a> (11 pages)</li> <li>• <a href="#">Simulation: Demand for Food Trucks</a> (1 pages)</li> <li>• <a href="#">Competitive Bidding</a> (5 pages)</li> <li>• <a href="#">Putting It Together: Pricing Strategies</a> (3 pages)</li> </ul> <p>4. Product Marketing PowerPoint (34 slides) <b>(LO3)</b></p> <p>5. Pricing PowerPoint (26 slides) <b>(LO3)</b></p> <p>Watch:</p> <p>1. <a href="#">The 4 Ps of The Marketing Mix Simplified</a> (02:46 minutes) <b>(LO3)</b></p> <p>Complete:</p> <p>1. Week Five Discussion Forum</p> <p>Supplemental:</p> <p>1. <a href="#">Marketing Over Coffee Podcast</a></p>	<p>LB of dirt in Week 2. In 250 or more words, describe the 4P that you have chosen to your peers. Then respond to at least two of your classmates. <b>(LO3)</b></p> <p>Assignments:</p> <p>1. Paper: Strategic Marketing Plan Project (Part 3: Situation Analysis). Add to your marketing plan the following sections <b>(LO2)</b>:</p> <ul style="list-style-type: none"> <li>• Situation and Company Analysis</li> <li>• Ethics and Social Responsibility</li> <li>• Customer Decision-Making Profile</li> <li>• Submit this document as an assignment.</li> </ul> <p>2. Quiz Five: Product <b>(LO3)</b></p> <p>Quiz Six: Pricing <b>(LO3)</b></p>
<b>Week Six: [Weekly Theme and LOs]</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>



<b>Week Seven: LO2,3</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ol style="list-style-type: none"> <li>Module 2: Marketing Function <b>(LO3)</b> <ul style="list-style-type: none"> <li><a href="#">Segmentation and Targeting Introduction</a> (5 pages)</li> <li><a href="#">Communicating the Value Proposition</a> (7 pages)</li> <li><a href="#">Value Proposition Examples</a> (5 pages)</li> </ul> </li> <li>Module 15: Marketing Plan <b>(LO2)(LO3)</b> <ul style="list-style-type: none"> <li><a href="#">Why It Matters: Marketing Plan</a> (1 page)</li> <li><a href="#">Elements of the Marketing Plan</a> (8 pages)</li> <li><a href="#">Presenting the Marketing Plan</a> (8 pages)</li> <li><a href="#">The Marketing Plan in Action</a> (3 pages)</li> <li><a href="#">Putting It Together: Marketing Plan</a> (1 page)</li> </ul> </li> <li>Marketing Plan PowerPoint (28 slides) <b>(LO2)(LO3)</b></li> </ol> <p>Watch:</p> <ol style="list-style-type: none"> <li><a href="#">Marketing Minute 078: "The 4 C's of Marketing vs. The 4 P's of Marketing"</a> (Marketing Basics) (02:29 minutes) <b>(LO2)(LO3)</b></li> </ol> <p>Complete:</p> <ol style="list-style-type: none"> <li>Week Seven Discussion Forum <b>(LO3)</b></li> </ol> <p>Supplemental:</p> <ol style="list-style-type: none"> <li><a href="#">Marketing Over Coffee Podcast</a></li> </ol>	<p>Week Seven Discussion Forum:</p> <ol style="list-style-type: none"> <li>This week we are learning about the 4Cs. One of these 4Cs is the consumer. Each one of us is a consumer. As a consumer, think about a time that you had a really great experience with a company. Now think about a time, that you had a poor experience with a different organization. How did your experience change your perspective of each company? Which of the 4Cs impacted your overall view of the organization? In 250 or more words, reflect on these two experiences. How does marketing impact consumer experiences? Then respond to at least two of your peers. <b>(LO2)(LO3)</b></li> </ol> <p><u>A</u>ssignments:</p> <ul style="list-style-type: none"> <li>1. Paper: Strategic Marketing Plan Project (Part 4: Rough Draft) Rough draft strategic marketing plan paper due. All section should be complete including <b>(LO1)(LO2)(LO3)(LO4)</b>: Executive Summary <ul style="list-style-type: none"> <li>Company Profile</li> <li>Marketing Segmentation and Targeting</li> <li>Situation and Company</li> <li>Analysis</li> <li>Ethics and Social Responsibility</li> <li>Customer Decision-Making Profile</li> <li>Marketing Mix</li> <li>Action Plan</li> </ul> </li> </ul> <p>Risk Factors</p>
<b>Week Eight: LO1-4</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>

<p>Read:</p> <ol style="list-style-type: none"> <li>1. <a href="#">The future of technology and marketing: a multidisciplinary perspective (editorial)</a> (19 pages) <b>(LO1)(LO2)(LO3)(LO4)</b></li> <li>2. <a href="#">The future of social media in marketing</a> (40 pages) <b>(LO4)</b></li> </ol> <p>Watch:</p> <ol style="list-style-type: none"> <li>1. <a href="#">What will marketing look like in 2030?</a> (01:59 minutes) <b>(LO2)</b></li> </ol> <p>Complete:</p> <ol style="list-style-type: none"> <li>1. Week Eight Discussion Forum <b>(LO1)(LO2)(LO3)(LO4)</b></li> </ol> <p>Supplemental:</p> <ol style="list-style-type: none"> <li>1. <a href="#">Marketing Over Coffee Podcast</a></li> </ol>	<p>Week Eight Discussion Forum:</p> <ol style="list-style-type: none"> <li>1. In this Discussion Forum post, please describe in your own words, and provide relevant examples where applicable, what you learned in this course for each of the four (4) course learning outcomes below. How might you use this knowledge in the future? Then respond to two of your classmates. <b>(LO1)(LO2)(LO3) (LO4)</b> <ul style="list-style-type: none"> <li>• (1) Apply appropriate marketing terminology to discussions and tasks, particularly value proposition and target market.</li> </ul> </li> <li>(2) Explain how organizations and individuals market offerings and how they strategically plan and operate to accomplish their goals.</li> <li>• (3) Define and use the traditional (4P's) and contemporary (creating, communicating, exchanging and delivering) components of marketing to demonstrate the value of an offering.</li> <li>• (4) Analyze traditional and digital marketing strategies and channels, and apply them appropriately within the marketing mix.</li> </ol> <p>Assignments:</p> <ol style="list-style-type: none"> <li>1. Paper: Final Strategic Marketing Plan. In Week 1, you selected an organization and throughout the course, you've been compiling information on the company through various assignments. This week, you will submit your final project paper on the organization on which you've been focused. Your plan should be at least 2,500 or more words and written in APA format. Combine the work that you've previously submitted for Weeks 1, 3, 5, and 7 into a single document and add the following: Using the knowledge and skills that you have gained throughout this course, offer insight and recommendations to the company. As you finalize your strategic marketing plan think about:</li> </ol>
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	<ul style="list-style-type: none"> <li>• What type of organization is this?</li> <li>• What products and/or services do they offer?</li> <li>• Who is their target market?</li> <li>• How do they utilize the 4Ps of marketing?</li> <li>• What do they do for the 4Cs of marketing?</li> </ul> <p>What is working in their marketing strategy?</p> <p>What marketing strategies should they put into place to enhance their marketing efforts?</p> <p>Upon the completion of this assignment feel free to share your strategic marketing plan with the organization that you selected. <b>(LO1)(LO2)(LO3)(LO4)</b></p> <p>2. Strategic Marketing Plan Presentation. In a Kaltura video, using some type of visual aid, present your strategic marketing plan. Your presentation should be 10-15 minutes in length and cover the main points of your strategic marketing plan. Your presentation should also provide an overview of the organization. <b>( LO1)(LO2)(LO3)(LO4)</b></p>
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