

COURSE SYLLABUS

COURSE TITLE: Strategic Marketing Management	TIME & PLACE: Online delivery
COURSE NUMBER: MK 6943	NUMBER OF CREDIT HOURS: 3
HELP DESK EMAIL: help@trine.edu	TECHNICAL ISSUES 877.236.7682 or 260.665.4275

COURSE DESCRIPTION: This course examines the collective marketing activities (pricing, promotion, placement, and product) as they relate to the target market. The strategic planning process and how it relates to the overall profitability of the marketing department and a corporate structure will be studied. Prerequisite: Graduate standing

PREREQUISITES: Graduate Standing

REQUIRED TEXT (open source – available in the Moodle course room):

Author removed at request of original publisher (2015). *Principles of marketing*. University of Minnesota Libraries Publishing Edition (Minneapolis, MN).

OPTIONAL TEXT (resources included in Moodle course room):

American Psychological Association (2020). *Publication manual of the American psychological association*, 7th edition. Washington DC: American Psychological Association.

OTHER MATERIALS: The professor reserves the right to assign additional readings.

LEARNING OUTCOMES: Upon completion of this course, the student should be able to:

1. Create a strategic marketing management plan for an organization. (LO1)
2. Demonstrate the relationship between organizational objectives and the organization's mission in the creation of a marketing action plan. (LO2)
3. Assess the strengths, weaknesses, opportunities, and threats of an organization. (LO3)
4. Synthesize secondary and primary data in market research. (LO4)

GRADING/EVALUATION:

<u>Assignments</u>	<u>Occurrence</u>	<u>Points</u>	<u>Percentage</u>
Forum Discussions	8 at 10 pts each	80	18%
Marketing Plan Components	7 at 10 pts each	70	16%
Final Marketing Plan	1 at 200 pts	200	44%
PowerPoint	1 at 100 pts	100	22%
	Total Points	450	100%

NOTE: *All written assignments must conform to the guidelines set forth by the Publication Manual of the American Psychological Association, 7th edition*

TRINE GRADUATE GRADING SCALE:

Grade	Percentage	Quality Points	Meaning of Grade
A	93-100	4.0	Excellent
B+	87-92	3.5	Very Good
B	81-86	3.0	Good
C+	75-80	2.5	Above Average
C	70-74	2.0	Average (lowest passing grade)
F	00-69	0.0	Failure
S	Satisfactory	Not figured into GPA	
U	Unsatisfactory	Not figured into GPA	
I	Incomplete	Not figured into GPA	
IP	In Progress (grade deferred)	Not figured into GPA	
W	Withdrawal	Withdrawal before completion of 80% of semester	
WP	Withdrawal	Withdrawal after completion of 80% of semester issued only under special circumstances and with approval of the department chair/director	

ATTENDANCE/PARTICIPATION: All students are expected to participate to the best of their ability throughout the full span of this eight-week online course. Assignments are due on the assigned date and time.

If you are not able to participate in class, please provide the instructor with as much advance notice as possible. In the event of personal or family illness or injury, an absence will be excused, and no points will be lost with evidence of a doctor visit

COURSE REQUIREMENTS (see Submission Schedule for details):

Preparation and Participation (Forum Discussions and Assignments)

Preparation and participation are expected and are essential to a healthy learning environment. Reading assignments should be done prior to completing assignments and participating in online discussions. Forum discussions, assignments, and other activities provide opportunities for you to apply course

content to authentic situations, thus deepening the level at which you can understand and use what you are learning. Therefore, to succeed in this course, you should plan to participate to the best of your ability.

The following shared expectations should guide your decisions about participation:

- As an adult student, the instructor expects you to share your experiences and knowledge with your peers in course discussions.
- As an adult student, the instructor expects active participation and commitment to your learning experience.
- As an adult student, the instructor expects you to communicate professionally with your professor about your progress in this course.
- As an adult student, the instructor knows you expect prompt and qualitative feedback that will foster learning.
- As an adult student, the instructor knows you expect to apply what you are learning in your personal and professional lives.

Online learning requires a significant amount of self-discipline and sometimes creative scheduling. All students are expected to participate actively, showing evidence of logging into the course frequently each week and actively engaging in forum discussions and assignments.

Forum Discussions – see participation requirements available in the Moodle course room (Discussion Forum Posting Requirements document).

Marketing Plan Components – weekly Turnitin assignments are focused on a component of the final marketing plan. At the end of Week Seven all components should be complete, instructor feedback taken into consideration, proofread, and assembled for the final marketing plan which is due on Thursday during Week Eight.

Final Marketing Plan and Marketing Plan PowerPoint – see Week Eight in the Moodle course room for specific requirements.

DUE DATE REQUIREMENTS:

Trine University's academic philosophy is to provide each adult student with an opportunity to actively learn and demonstrate competencies needed in today's high-performance workplace. Just as in the workplace, it is expected that you will complete all assignments and assessments by the due date to

receive full credit. The due date for all postings and assignments is **11:59 p.m. EST**, on the date listed in the course Assignment Submission Schedule. **Late assignments WILL NOT BE ACCEPTED.**

If timely submission of an assignment becomes challenging for a student due to a legitimate reason, an advance notice must be sent to the Instructor with the reason for the delay and documentation when appropriate. The grading of these assignments will be at the Instructor's discretion.

OTHER POLICIES:

ACADEMIC MISCONDUCT

The University prohibits all forms of academic misconduct. Academic misconduct refers to, but is not limited to, the following activities:

- ✦ Copying another person's work and claiming it as your own or submitting the same paper in two different courses without knowledge and consent of the instructor (plagiarism).
- ✦ Using the work of a group of students when the assignment requires individual work.
- ✦ Looking at or attempting to look at an examination before it is administered.
- ✦ Using materials during an examination that are not permitted.
- ✦ Allowing another student to take your examination for you.
- ✦ Intentionally impeding the academic work of others.
- ✦ Using any electronic device to transmit portions of questions or answers on an examination to other students.
- ✦ Using any electronic device to improperly store information for an exam.
- ✦ Knowingly furnishing false information to the University.
- ✦ Assisting other students in any of the acts listed above.

Moreover, a student is expected to submit his/her 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 is considered Academic Misconduct. 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), is also Academic Misconduct and will result in more serious penalties.

In situations of Academic Misconduct, instructors have the authority to award a failing grade on the assignment in question or a failing grade for the course. Upon approval by the appropriate Dean, Academic Misconduct may also result in expulsion from the University.

STATEMENT ON LEARNING:

Learning is a *shared responsibility*. As the instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. The instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task.

Students are asked to respect the learning needs of their classmates and assist the instructor in achieving this critical goal. It is the instructor's responsibility to present learning opportunities through the course syllabus, lectures, discussions, activities, and assignments. It is the student's responsibility to do the learning by completing the readings, by attending, and by participating in class discussions and assignments. A variety of assignments will be used to determine how successful a student is at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If a student experiences difficulty mastering the material and skills, he/she is encouraged to reflect on the strategies being used to study and prepare for each class. The instructor welcomes a dialogue on learning strategies and may be able to assist in finding resources on campus that will help improve student performance.

COURSE CALENDAR/SCHEDULE:

Week 1

Week 1 Assignments	Format	Grading Points
<p>Review: Moodle Course Room, Course Syllabus, Submission Schedule</p> <p>Read: Principles of Marketing: Chapter 1. What is Marketing (PDF course book, page 10); Chapter 16: The Marketing Plan (PDF course book, page 464); Chapter 16 Functions of the Marketing Plan (PDF course book beginning on page 468)</p> <p>Watch: How to Choose a Great Business Name Creating an Amazing Brand and How to Develop a Business Idea: Crash Course Business – Entrepreneurship #2</p>		
Student Introduction (Start Here page)	Moodle Forum Discussion	
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate comments made within your primary post.	Moodle Forum Discussion	
Assignment - Company Name and Product/Service	Turnitin Assignment	10

Week 2

Week 2 Assignments	Format	Grading Points
<p>Read: Principles of Marketing: Chapter 2. Strategic Planning (PDF course book beginning on page 34); Chapter 16. The Business Challenge (PDF course book page 470), and Helpful Hints (PDF course book page 481)</p> <p>Watch: How to Create a Marketing Plan and 15 Challenges Every Entrepreneur Will Face</p>		
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	

Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component – Section 2: The Business Challenge (PDF course book page 470)	Turnitin Assignment	10

Week 3

Week 3 Assignments	Format	Grading Points
<p>Read: Principles of Marketing: Chapter 3. Consumer Buying Behavior: How People Make Buying Decisions (PDF course book beginning on page 65) and Chapter 16. The Market (PDF course book pages 470-472)</p> <p>Watch: Consumer Decision Making Process Explained Consumer Buying Process; The Consumer Buying Process: How Consumers Make Product Purchase Decisions; SWOT Analysis – How to conduct a SWOT for your business</p>		
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component – Section 3: The Market (PDF course book beginning on page 470)	Turnitin Assignment	10

Week 4

Week 4 Assignments	Format	Grading Points
<p>Read: Principles of Marketing: Chapter 5. Market Segments, Targeting, and Positioning (PDF course book, page 130); Chapter 16. The Strategy (PDF course book, beginning on page 477)</p> <p>Watch: The steps of the strategic planning process in under 15 minutes; and Pricing Strategies – How to Price Your Product or Services for Maximum Profit</p>		

Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component – Section 4: The Strategy (PDF course book beginning on page 477)	Turnitin Assignment	10

Week 5

Week 5 Assignments	Format	Grading Points
<p>Read: Principles of Marketing: Chapter 10. Gathering and Using Information: Marketing Research and Intelligence (PDF course book beginning on page 290) and Chapter 16. Budget (PDF course book beginning on page 479)</p> <p>Watch: Financial Goal Setting for Entrepreneurs</p>		
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component – Section 5: Budget (PDF course book beginning on page 479)	Turnitin Assignment	10

Week 6

Week 6 Assignments	Format	Grading Points
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Read: Principles of Marketing: Chapter 11. Integrated Marketing Communication and the Changing Media Landscape (PDF course book beginning on page 327); Chapter 12. Public Relations, Social Media, and Sponsorship (PDF course book beginning on page 358); Chapter 16. Conclusion (PDF course book beginning on page 480)		
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component: Section 6. Conclusion (PDF course book beginning on page 480)	Turnitin Assignment	10

Week 7

Week 7 Assignments	Format	Grading Points
Read: Principles of Marketing: Chapter 14. Customer Satisfaction, Loyalty, and Empowerment (PDF course book beginning on page 411); Chapter 16. The Executive Summary (PDF course book page 469)		
Watch: How to Write an Executive Summary – Start to Finish; Write a Winning Executive Summary		
Initial forum discussion post	Moodle Forum Discussion	10
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	
Marketing Plan Component: Section 1: Executive Summary (PDF course book beginning on page 469)	Turnitin Assignment	10

Week 8

Week 8 Assignments	Format	Grading Points
Read: Principles of Marketing: Chapter 16.4. Ongoing Marketing Planning and Evaluation (PDF course book beginning on page 489); Importance of a Marketing Strategy in an Organization - https://smallbusiness.chron.com/importance-marketing-strategy-organization-65269.html Watch: 10 Powerful PowerPoint Tips		
Initial forum discussion post	Moodle Forum Discussion	10
Final Marketing Plan	Turnitin Assignment	200
Marketing Plan PowerPoint	Turnitin Assignment	100
At least 2 unique, substantial feedback posts to classmates' initial posts	Moodle Forum Discussion	
Unique, individual, substantial replies to classmate feedback posted within your primary post.	Moodle Forum Discussion	

ADDITIONAL INFORMATION FOR ONLINE COURSES AND BLENDED COURSES:

A. Technology Tools:

1. **Web Access:** this course is taught in synchronous mode, however, Moodle will be used for course assignment submission and occasional interaction with online students. Students will regular access to a web-accessible computer. Regular participation including Discussion Board postings is required.
2. **Software:** Microsoft Word, PowerPoint and Adobe Reader.

B. Instructor Guidelines (Expectations):

1. The instructor reserves the right to require proctoring or validation of student's academic work at the instructor's discretion.
2. The instructor reserves the right to change or modify course materials or deadline in response to student feedback or unforeseen circumstances.
3. The instructor requests that students allow 24 hours to respond to student emails or other forms of contact.

4. The instructor will attempt to be available during weekdays; however, as balance between family and work is important in everyone's lives, the instructor reserves the right to be unavailable on weekends.
5. The instructor requests that the students allow the instructor one week from the date of submission, to post a grade, or provide feedback, on any assignment. (Note: the instructor will make every effort to provide 48-hour turnaround time-however; sometimes faster turnaround time is not possible.)
6. The instructor may be "out-of-the-office" for extended periods of time, and requests that students understand this situation may occur and allow for such inconveniences. (However, instructor will always attempt to email and/or post an announcement to the class about any such inconveniences.)

C. Student Guidelines (Expectations):

1. Refer to the Assignment Schedule in Moodle for all due dates.
2. **Late assignments will not be accepted.**
3. Must know how to access their Moodle email account and will use this account for this course unless other arrangements have been made. Check your email at least once each week.
4. Keep a copy of all assignments until the end of the MSL Program. Check your Gradebook regularly for grades on assignments.
5. Review and refer to this Syllabus and the Course Announcements for all pertinent information.
6. Log in on a regular access via internet accessible capabilities for this course.
7. **There is a considerable amount of reading required for this course. Students should make sure to stay on target with reading assignments.**

NOTE: The instructor reserves the right to amend/change the syllabus at any time based on student feedback and scheduling changes and will provide written documentation of changes to students via Moodle.

TRINEONLINE

Course Mapping

MK 6943 Strategic Marketing Management

Course Description: This course examines the collective marketing activities (pricing, promotion, placement, and product) as they relate to the target market. The strategic planning process and how it relates to the overall profitability of the marketing department and a corporate structure will be studied. Prerequisite: Graduate standing

Learning Outcomes:

1. Create a strategic marketing management plan for an organization. **(LO1)**
2. Demonstrate the relationship between organizational objectives and the organization's mission in the creation of a marketing action plan. **(LO2)**
3. Assess the strengths, weaknesses, opportunities, and threats of an organization. **(LO3)**
4. Synthesize secondary and primary data in market research. **(LO4)**

Week and Title	Weekly Learning Outcome Alignment	Learning Activities and Materials (LO alignment)	Assessments (LO alignment)
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<p>Week One: Develop an understanding of key marketing concepts</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 1: What is Marketing (LO4) • Chapter 16: The Marketing Plan, page 464; Functions of the Marketing Plan, text page 468 (LO1) <p>Watch:</p> <ul style="list-style-type: none"> • How to Choose a Great Business Name Creating an Amazing Brand (LO4) • How to Develop a Business Idea: Crash Course Business – Entrepreneurship #2 (LO4) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Student Intro and Case Study (LO4) • Feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Company & Product or Service (LO1)
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Week and Title	Weekly Learning Outcome Alignment	Learning Activities and Materials (LO alignment)	Assessments (LO alignment)
<p>Week Two: Understand why a company may develop different value propositions for different target markets.</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization’s mission in the creation of a marketing action plan. (LO2)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 2. Strategic Planning (LO4) • Chapter 16: The Business Challenge, text page 461 (LO1) (LO2) • Helpful hints, text page 472 (LO1) <p>Watch:</p> <ul style="list-style-type: none"> • How to Create a Marketing Plan (LO1) • 15 Challenges Every Entrepreneur Will Face (LO4) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 2 – The Business Challenge (LO1) (LO2)

<p>Week Three: How culture, subcultures, social classes, families, and reference groups affect consumers' buying behavior.</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization's mission in the creation of a marketing action plan. (LO2)</p> <p>Assess the strengths, weaknesses, opportunities, and threats of an organization. (LO3)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 3: Consumer Behavior: How People Make Buying Decisions (LO4) • Chapter 16: The Market, text pages 461 – 467 (LO1) (LO2) <p>Watch:</p> <ul style="list-style-type: none"> • Consumer Decision Making Process Explained Consumer Buying Process (LO4) • The Consumer Buying Process: How Consumers Make Product Purchase Decisions (LO2) (LO4) • SWOT Analysis – How to conduct a SWOT for your business (LO3) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 3 – The Market (LO1) (LO2) (LO3)
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Week and Title	Weekly Learning Outcome Alignment	Learning Activities and Materials (LO alignment)	Assessments (LO alignment)
<p>Week Four: How targeted marketing can benefit firms.</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization's mission in the creation of a marketing action plan. (LO2)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 5: Market Segments, Targeting, and Positioning (LO2) (LO4) • Chapter 16: The Strategy, text pages 468 – 469 (LO1) <p>Watch:</p> <ul style="list-style-type: none"> • The steps of the strategic planning process in under 15 minutes (LO1) (LO4) • Pricing Strategies – How to Price Your Product or Services for Maximum Profit (LO1) (LO4) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 4 – The Strategy (LO1) (LO2)

<p>Week Five: Situations in which marketing research should be used versus market intelligence</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization’s mission in the creation of a marketing action plan. (LO2)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 10: Gathering and Using Information: Marketing Research and Market Intelligence (LO4) • Chapter 16: Budget – text page 470 – 471 (LO1) (LO2) (LO4) <p>Watch:</p> <ul style="list-style-type: none"> • Financial Goal Setting for Entrepreneurs (LO1) (LO4) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 5 – The Budget (LO1) (LO2)
<p>Week Six: Why organizations may change their promotional strategies to reach different audiences</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization’s mission in the creation of a marketing action plan. (LO2)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 11: Integrated Marketing Communication and the Changing Media Landscape (LO4) • Chapter 12: Public Relations, Social Media, and Sponsorships (LO4) • Chapter 16: Conclusion, text page 471 (LO2) (LO1) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 6 – Conclusion (LO1) (LO2) (LO4)
<p>Week and Title</p>	<p>Weekly Learning Outcome Alignment</p>	<p>Learning Activities and Materials (LO alignment)</p>	<p>Assessments (LO alignment)</p>

<p>Week Seven: Strategies involving online and personal forms of influencer marketing</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 14: Customer Satisfaction, Loyalty, and Empowerment (LO4) • Chapter 16: The Executive Summary – text page 460 (LO1) <p>Watch:</p> <ul style="list-style-type: none"> • How to Write an Executive Summary – Start to Finish (LO1) • Write a Winning Executive Summary (LO1) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Marketing Plan Section 1 – Executive Summary (LO1)
<p>Week Eight: Final marketing plan; if necessary, incorporate feedback</p>	<p>Create a strategic marketing management plan for an organization. (LO1)</p> <p>Demonstrate the relationship between organizational objectives and the organization’s mission in the creation of a marketing action plan. (LO2)</p> <p>Assess the strengths, weaknesses, opportunities, and threats of an organization. (LO3)</p> <p>Synthesize secondary and primary data in market research. (LO4)</p>	<p>Read – Principles of Marketing</p> <ul style="list-style-type: none"> • Chapter 16: The Marketing Plan (LO1) (LO2) (LO3) (LO4) • Importance of a Marketing Strategy in an Organization (LO1) (LO2) (LO3) (LO4) 	<p>Participate:</p> <ul style="list-style-type: none"> • Discussion board – Case Study (LO4) • Substantial feedback to classmates (LO4) <p>Assignments:</p> <ul style="list-style-type: none"> • Final Marketing Plan - Include cover page and Table of Contents with page numbers (LO1) (LO2) (LO3) (LO4)

