

VERTICAL LEARNING CURVE

# Marketing for Results

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## Course Description

2/5/2010



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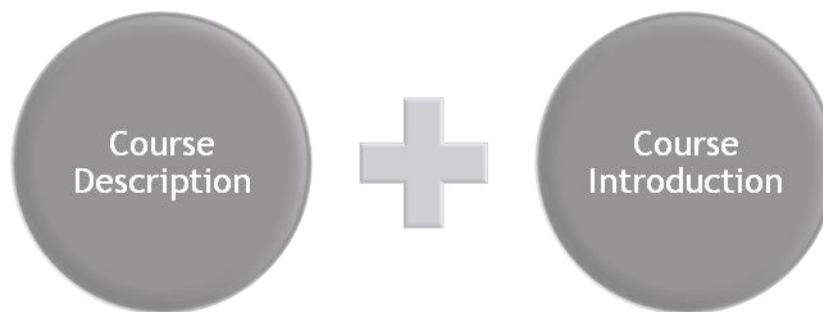
## Overview

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This course gives attention to the knowledge and skills needed to manage the marketing function in a 21<sup>st</sup> century organization. It addresses the common marketing functions of industry and market research, customer research, product and service design, pricing, creating awareness, distribution, and presentation.

This course has [10 modules](#) each focusing on a unique topic with unique objectives for your knowledge, skill, and values. Modules are given different priority, and so are not always equal in length, difficulty, or grading weight. Failing a module will result in immediate repetition of that module.

To enroll in this course, you must read this Course Description and the [Course Introduction](#).



## Course Outline

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<b>Module</b>	<b>Issues + Resources</b>
<b>1</b>	<p><b>Introduction</b></p> <p>This course serves as an introduction to the company, the technology, and the letter from the director. It includes a basic orientation to the company, its industry, market segments, product lines, and competition. It also includes a description of the issues, knowledge, and skills addressed in the course.</p>
<b>2</b>	<p><b>Defining Marketing in the 21<sup>st</sup> Century; Developing and Implementing Marketing Strategies (Marketing Strategies)</b></p> <ul style="list-style-type: none"> <li>▪ Understand the importance of marketing.</li> <li>▪ Learn the scope of marketing.</li> <li>▪ Survey company orientations toward the marketplace.</li> <li>▪ Learn fundamental marketing concepts, trends, and tasks.</li> </ul>
<b>3</b>	<p><b>Understanding Markets, Demand, Segments; Creating Customer Value (Market Realities)</b></p> <ul style="list-style-type: none"> <li>▪ Support marketing decisions with information, intelligence, and research.</li> <li>▪ Perform forecasting and demand measurement.</li> <li>▪ Analyze macro-environmental trends and forces.</li> <li>▪ Define customer value and satisfaction.</li> </ul>
<b>4</b>	<p><b>Analyzing Consumer Markets and Business Marketing (Buyers and Consumers)</b></p> <ul style="list-style-type: none"> <li>▪ Determine what influences consumer behavior.</li> <li>▪ Understand the buying decision process: the five-stage model.</li> <li>▪ Determine what is organizational buying.</li> <li>▪ Determine the participants in the business buying process.</li> <li>▪ Learn the stages in the business buying process.</li> </ul>
<b>5</b>	<p><b>Identifying Market Segments; Creating Brand Equity (Segmentation)</b></p> <ul style="list-style-type: none"> <li>▪ Learn levels of market segmentation.</li> <li>▪ Understand segmenting consumer and business markets.</li> <li>▪ Define and perform market targeting.</li> </ul>
<b>6</b>	<p><b>Positioning and Dealing with Compensation; Setting Product Strategy (Branding and Positioning)</b></p> <ul style="list-style-type: none"> <li>▪ Define, build, measure, and manage brand equity.</li> <li>▪ Develop a brand strategy.</li> <li>▪ Develop and communicate a positioning strategy and differentiation strategies.</li> <li>▪ Analyze competitive forces and strategies, and competitors.</li> </ul>
<b>7</b>	<p><b>Designing and Managing Services; Developing Pricing Strategies (Product and Pricing)</b></p> <ul style="list-style-type: none"> <li>▪ Define product characteristics, classifications, and relationships.</li> <li>▪ Understand packaging, labeling, warranties, and guarantees.</li> <li>▪ Understand new product management and the consumer adoption process.</li> <li>▪ Understand the nature of services and marketing strategies for service firms.</li> <li>▪ Understand managing service quality and product support services.</li> </ul>
<b>8</b>	<p><b>Designing and Managing Value Networks and Channels; Managing, Retaining, and Wholesaling Logistics (Pricing and Channels)</b></p> <ul style="list-style-type: none"> <li>▪ Understand pricing (setting the price, adapting the price, and initiating and responding to price changes).</li> <li>▪ Define marketing channels and value networks.</li> <li>▪ Explain the role of marketing channels as well as channel-design decisions, channel-</li> </ul>

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management decisions, and channel dynamics.

- Survey e-commerce marketing practices.

**9 Designing and Managing Integrated Marketing Communications and Mass Communications (Logistics and Communications)**

- Understand retailing, private labels, wholesaling, and market logistics.
- Understand the role of marketing communications, and develop effective communications.
- Decide on the marketing communications mix.
- Manage the integrated marketing communications process.

**10 Managing Personal Communications; Marketing Globally (Mass Media and Global Marketing)**

- Develop and manage an advertising program, sales promotion, events, and public relations.
  - Define direct marketing and interactive marketing.
  - Design and manage the sales force.
  - Understand principles of personal selling.
  - Manage marketing in the global economy.
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## Required Text

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A Framework for Marketing Management, 3rd edition, by Philip Kotler and Kevin Keller. Prentice Hall 2007. eText ISBN-10: 0-13-219142-3; eText ISBN-13: 978-0-13-219142-5; Print ISBN-10: 0-13-145258-4; Print ISBN-13: 978-0-13-145258-9.

Choose a print version (used or new) from any bookseller or an electronic version (e-text) from <http://www.coursesmart.com/students>.

## Recommended Readings and Resources

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1. The Market Planning Guide: Creating A Plan To Successfully Market Your Business, Product, or Service, 6th Edition, David H. Bangs, Jr. Dearborn Trade, 2002.
2. Principles of Marketing: an Applied, Collaborative Learning Approach, Lexis F. Higgins, Ph.D.
3. The United States Small Business Administration has numerous marketing related resources. Once on their web site, it is easiest to use their search engine to locate the specific information for which you are looking. <http://www.sba.gov/>
4. The American Marketing Association one of the largest professional associations for marketers. There are over 38,000 members worldwide in every area of marketing. They are often a vital resource providing relevant marketing information that that may benefit your learning experience. <http://www.marketingpower.com/>
5. Resource Links for Marketing Management: the resources shown here are listed in alphabetical order. They include unrestricted general public access to the written, audio, and video materials used in this course and additional resources on this and similar topics that are easily accessible with free registration or reasonably priced subscriptions.
  - a. [marketing.about.com](http://marketing.about.com)
  - b. [paintedcows.com](http://paintedcows.com)
  - c. [managementhelp.org](http://managementhelp.org) - marketing
  - d. [academyofmarketing.info](http://academyofmarketing.info)
  - e. [money.cnn.com](http://money.cnn.com) - Business 2.0
  - f. [businessweek.com](http://businessweek.com)
  - g. [careers-in-marketing.com](http://careers-in-marketing.com)
  - h. [entrepreneur.com](http://entrepreneur.com) - marketing
  - i. Fortune Magazine
  - j. [harvard.edu/hbr](http://harvard.edu/hbr)
  - k. INC Magazine
  - l. [marketingscoop.com](http://marketingscoop.com)
  - m. [marketingsource.com](http://marketingsource.com)
  - n. [marketingprof.com](http://marketingprof.com)
  - o. [mckinseyquarterly.com](http://mckinseyquarterly.com)

## Credits - Thomas Buckles, Ph.D.

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Associate Professor of Marketing at Biola University's Crowell School of Business  
Ph.D., Arizona State University  
M.B.A., California State University, Sacramento  
B.A., University of California, Davis

Dr. Buckles teaches in the areas of Internet marketing, marketing strategy, and marketing research. He has published articles in the areas of Internet marketing, e-commerce, service quality, internal marketing, and marketing education in national conference proceedings and in the Journal of Business and Industrial Marketing, Advances in Services Marketing and Management, European Journal of Marketing, and the Journal of Marketing Education, and has presented his research at several national and international conferences.

Some of his research has been funded by public and private organizations, including the Kellogg Foundation and U.S. Navy. In addition, he has received awards for his research as well as teaching at the undergraduate, graduate, and executive level. Professor Buckles has been, and is currently a consultant for a number of private and public sector firms primarily in the areas of marketing strategy, research, and Internet marketing, and is involved in executive training programs for both domestic and international executives.