



Marketing

Marketing involves the design of products and services that customers will value and pricing them appropriately, making them available for purchase at easy points of access in the marketplace, and advertising the benefits.

Great marketing is based on sound, logical economic and psychological laws of human and organizational behavior.

Scientific and rigorous ways to think about marketing issues are what make companies successful. Marketing can make customers happier and companies more profitable.

This module describes core concepts such as the marketing framework, segmentation, target marketing, positioning, and marketing effectiveness.

Learning Outcomes

1. Explain marketing and its importance for business success.
2. Describe the 5 C, STP, and 4 P frameworks.
3. Discuss segmentations and their importance to customers.
4. Identify indicators of good segmentation.
5. Define distribution/channel intensity.
6. Recognize the impact of channel power on channel behavior.
7. Review the importance of research in marketing decision making.
8. Apply marketing research tools in business situations.
9. Describe the role corporate identity plays in strategic behavior.
10. Recognize the significance of marketing metrics in strategy.

Recommended Learners

- Undergraduate Students
- Graduate Students
- Learners wanting to sharpen their skills on how to analyze data, marketing trends, and consumer needs.



Consumers' needs and preferences are the central part of economics and marketing. These shifts vary, and it is not possible for firms to satisfy everyone's needs with a single offering. Hence the importance of properly segmenting a market.

An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

- ✓ Integrate in a course on marketing.
- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies.
- ✓ Professional development for continuing education or refresher of skills.
- ✓ Develop skill sets of working professionals.

Pricing

Module is Approximately 3-5 Learner Hours

1-100 Learners per Year

\$49 per Learner

101-500 Learners per Year

\$44 per Learner

500+ Learners per Year

\$39 per Learner