



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.

Outcomes

1. Explain marketing and its importance.
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.

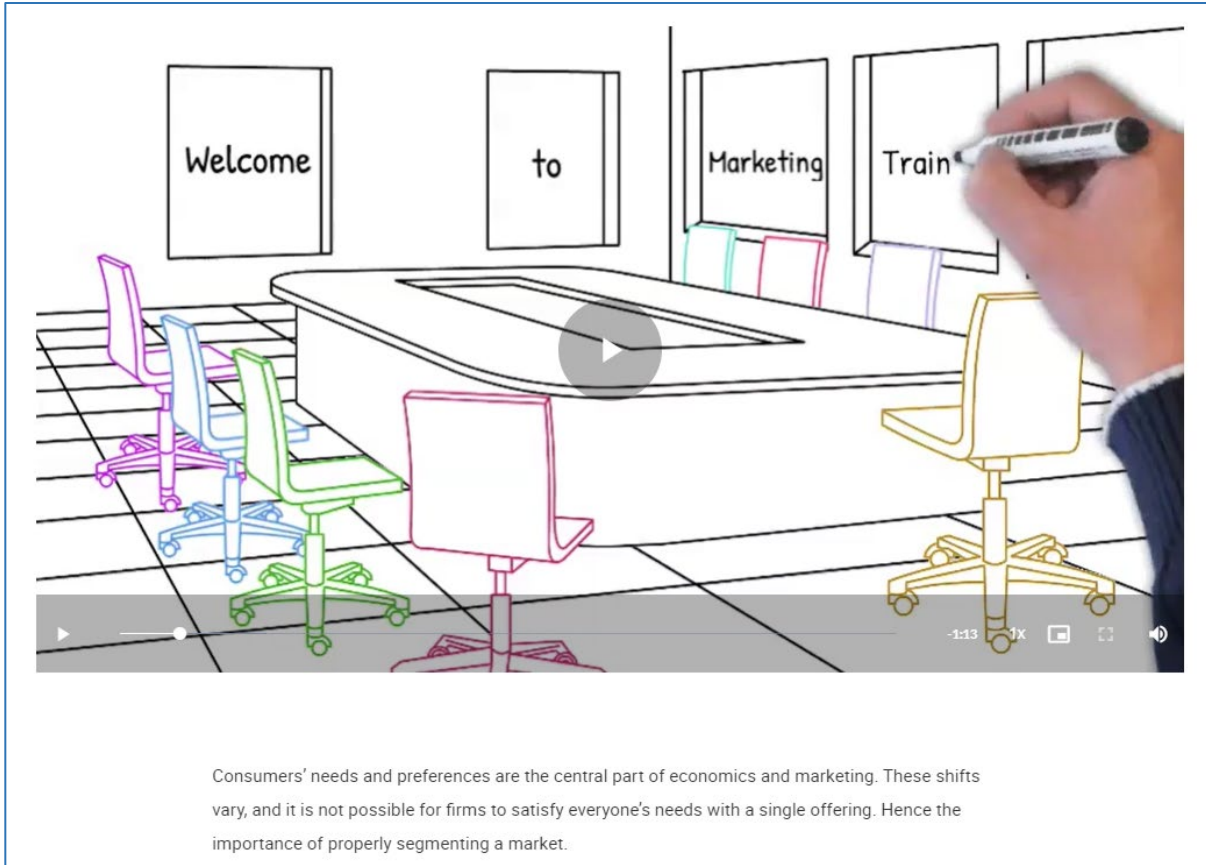
Recommended Learners

Higher Education

- Undergraduate Students
- Graduate Students

Business, Industry, Nonprofits, & Agencies

- Supervisors
- Managers
- Entrepreneurs
- Business Owners
- Marketing and Sales Personnel



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

Higher Education

- ✓ Review module in a business and business-related capstone course.
- ✓ Use as a module within an academic leveling program.

Business, Industry, Nonprofits, & Agencies

- ✓ Training supervisors and managers on marketing.
- ✓ Helping business development personnel understand the nature of marketing.

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