

Overview

Marketing involves the design of products and services that customers will value, 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 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.

This module is intended as a review of the key concepts, fundamentals, and foundations of the discipline.

Learners

This module is designed for learners who require an overview of the discipline. The module is commonly used in an academic leveling (transition to graduate education) or business review (capstone) course or program.

Module Authors

The author for this module is Peregrine Global Services, headquartered in Gillette, Wyoming. It includes materials from a variety of sources as indicated within the module.

Learning Outcomes

The learning outcomes for the module are as follows. With the completion of this module, learners should be able to:

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.

Curriculum

<u>Section</u>	<u>Topics</u>
Section 1: What is Marketing?	<ul style="list-style-type: none"> • Marketing is an Exchange Relationship • Why is Marketing Important? • The Marketing Framework • The Marketing Science of Customer Behavior
Section 2: Marketing Segmentation	<ul style="list-style-type: none"> • Why Segment? • What are Market Segments? • How do Marketers Segment the Market?
Section 3: Channels of Distribution and Business Marketing Networks and Logistics	<ul style="list-style-type: none"> • What is Distribution? • What are Distribution Channels, Logistics, and Supply Chain Management?
Section 4: Marketing Research Tools	<ul style="list-style-type: none"> • What is Marketing Research, and Why is it Useful to Marketers? • How to Do Cluster Analysis for Segmentation • How to Do Perceptual Mapping for Positioning • How to Conduct Focus Groups for Concept Testing • How to Do Conjoint for Testing Attributes • How to Look at Scanner Data for Pricing and Coupon Experiments and Brand Switching • How to Conduct Surveys for Assessing Customer Satisfaction • How to Use Network Methods to Identify the Opinion Leader in Efforts on Buzz Marketing And Online Marketing Research
Section 5: Marketing Strategy	<ul style="list-style-type: none"> • Portfolio Assessment • Measures to Facilitate Marketing Strategy • Goals • Strategies to Achieve Goals

Assessment

The module includes section quizzes and short exercises to ensure understanding of the instructional content. The module also includes a 20-question pre-test and post-test. The pre-test captures the learner’s baseline knowledge, and the post-test ensures that learners have grasped the concepts needed for success.

Hours and Articulation

Learner hours are shown in the following table. The hours are based on both the time within the module and time away from the module conducting application activities.

<u>Section</u>	<u>Hours</u>
Pre-test	0.25
Section 1: What is Marketing?	0.50
Section 2: Marketing Segmentation	1
Section 3: Channels of Distribution and Business Marketing Networks and Logistics	1
Section 4: Marketing Research Tools	1
Section 5: Marketing Strategy	1
Post-test	0.25
Total Hours	5