Primary Objectives:

1. To help students develop a clear understanding of the total marketing process, the institutions involved, the marketing functions they perform, and the markets they serve;
2. To expose students to the marketing objectives of firms and to the methods by which such objectives are achieved through effective satisfaction of consumers' needs and wants;
3. To introduce the basic concepts of marketing mix elements – product, price, promotion, and distribution – along with preliminary approaches used to develop marketing strategies and tactics to serve target markets, including those in the international arena;
4. To demonstrate the application of marketing concepts through the use of real-world cases;
5. To provide students with a foundation in marketing for advanced courses;
6. To instill students with an appreciation for, and interest in, the marketing function.

Learning Objectives:


Critical Thinking – Synthesizes information; recognizes patterns and forms conclusions; adapts textbook information to real world; transfers concepts within and among disciplines.

Creative Problem-Solving – Is open-minded, flexible and adapts to new ideas; devises new ideas, work, or solutions; recognizes and evaluates alternatives.

Professional Skills – Demonstrates awareness of workplace cultures. Demonstrates ability to deal with ambiguity and uncertainty.

Global Awareness – Has awareness and acceptance of cultural differences; understands the global environment in which organizations operate.

Course Specifics:

- Minimum of 3 exams per semester
- Introduction to the case method of business planning and analysis
- Where possible, use technology to support teaching and learning objectives
- At least 10% of the final grade should come from essay questions
- Use real-world examples and cases when possible

Guide Description:

Emphasis: Indicates the learning objectives in each chapter that should be given the most emphasis in lecture, problem assignments, and testing. Other learning objectives may be covered at the instructor’s discretion.

<table>
<thead>
<tr>
<th>Chp#</th>
<th>Chapter Title</th>
<th>Learning Objectives to be Emphasized</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing’s Value to Consumers, Firms, and Society</td>
<td>- Understand the difference between micro-marketing and macro-marketing.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Know the marketing functions and why marketing specialists—including intermediaries and facilitators—develop to perform them.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Understand what a market-driven economy is and how it adjusts the macro-marketing system.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Know what the marketing concept is—and how it should guide a firm or nonprofit organization.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Understand what customer value is and why it is important to customer satisfaction.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Know how social responsibility and marketing ethics relate to the marketing concept.</td>
</tr>
<tr>
<td>2</td>
<td>Marketing Strategy Planning</td>
<td>- Know what marketing strategy planning is.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Understand target marketing.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Be familiar with the four Ps in a marketing mix.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Know the difference between marketing strategy, a marketing plan, and a marketing program.</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
<td>Key Learning Outcomes</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 3      | Focusing Marketing Strategy with Segmentation and Positioning        | • Be familiar with the framework for marketing strategy planning.  
• Know four broad types of marketing opportunities that help in identifying new strategies.  
• Understand why strategies for opportunities in international markets should be considered. |
| 4      | Evaluating Opportunities in the Changing Marketing Environment       | • Know about defining generic markets and product-markets.  
• Know what market segmentation is and how to segment product-markets into submarkets.  
• Know at least three approaches to market-oriented strategy planning.  
• Know dimensions that may be useful for segmenting markets.  
• Know the seven-step approach to market segmentation.  
• Know what positioning is and why it is useful. |
| 5      | Demographic Dimensions of Global Consumer Markets                    | • Know the variables that shape the environment of marketing strategy planning.  
• Understand why company objectives are important in guiding marketing strategy planning.  
• See how the resources of a firm affect the search for opportunities.  
• Know how the different kinds of competitive situations affect strategy planning.  
• Understand how the economic and technological environment can affect strategy planning.  
• Understand how to screen and evaluate marketing strategy opportunities. |
| 6      | Behavioral Dimensions of the Consumer Market                          | • Know about populations and income trends in global markets—and how they affect marketers.  
• Understand how population growth is shifting in different areas and for different age groups.  
• Know about the distribution of income in the United States.  
• Know how consumer spending is related to family life cycle and other demographic dimensions.  
• Know why ethnic markets are important—and why increasingly they are the focus of multicultural marketing strategies. |
| 7      | Business and Organizational Customers and Their Buying Behavior       | • Understand the economic-buyer model of buyer behavior.  
• Understand how psychological variables affect an individual’s buying behavior.  
• Understand how social influences affect an individual’s and household’s buying behavior.  
• See why the purchase situation has an effect on consumer behavior.  
• Know how consumers use problem-solving processes. |
| 8      | Improving Decisions with Marketing Information                       | • Know who the business and organizational customers are.  
• See why multiple influence is common in business and organizational purchase decisions.  
• Understand the problem-solving behavior of organizational buyers.  
• Understand the different types of buyer-seller relationships and their benefits and limitations.  
• Know the basic e-commerce methods used in organizational buying.  
• Know about the number and distribution of manufacturers and why they are an important customer group.  
• Know how buying by service firms, retailers, wholesalers, and governments is similar to—and different from—buying by manufacturers. |
| 9      | Elements of Product Planning for Goods and Services                   | • Understand what “Product” really means.  
• Know the key differences between goods and services.  
• Know the differences among the various consumer and business product classes. |
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Key Points</th>
</tr>
</thead>
</table>
| 10      | Product Management and New-Product Development | - Understand how the product classes can help a marketing manager plan marketing strategies.  
- Understand what branding is and how to use it in strategy planning.  
- Understand the importance of packaging in strategy planning.  
- Understand the role of warranties in strategy planning. |
| 11      | Place and Development of Channel Systems | - Understand how product life cycles affect strategy planning.  
- Know what is involved in designing new products and what “new products” really are.  
- Understand the new-product development process.  
- Understand the need for product or brand managers. |
| 12      | Distribution Customer Service and Logistics | - Understand what product classes suggest about Place objectives.  
- Understand why some firms use direct channel systems while others rely on intermediaries and indirect systems.  
- Understand how and why marketing specialists develop to make channel systems more effective.  
- Understand how to develop cooperative relationships and avoid conflict in channel systems.  
- Understand the differences between intensive, selective, and exclusive distribution.  
- Understand the important new terms (shown in red). |
| 13      | Retailers, Wholesalers, and Their Strategy Planning | - Understand why logistics (physical distribution) is such an important part of Place AND marketing strategy planning.  
- Understand why the physical distribution customer service level is a key marketing strategy variable.  
- Understand the physical distribution concept and why it requires coordination of storing, transporting, and related activities.  
- See how firms can cooperate and share logistics activities to improve value to the customer at the end of the channel.  
- Know about the advantages and disadvantages of the various transporting methods.  
- Know how inventory decisions and storing affect marketing strategy.  
- Understand the distribution center concept. |
| 14      | Promotion—Introduction to Integrated Marketing Communications | - Understand how retailers plan their marketing strategies.  
- Know about the many kinds of retailers that work with producers and wholesalers as members of channel systems.  
- Understand the differences among the conventional and nonconventional retailers—including Internet merchants and others who accept the mass-merchandising concept.  
- See why size or belonging to a chain can be important to a retailer.  
- Know what progressive wholesalers are doing to modernize their operations and marketing strategies.  
- Understand why retailing and wholesaling have developed in different ways in different countries.  
- See why the Internet is impacting both retailing and wholesaling. |
|        |        | - Know the advantages and disadvantages of the promotion methods a marketing manager can use in strategy planning.  
- Understand the integrated marketing communications concept and why most firms use a blend of different promotion methods.  
- Understand the importance of promotion objectives.  
- Know how the communication process affects promotion planning.  
- Understand how direct-response promotion is helping marketers develop more targeted promotion blends.  
- Understand how new customer-initiated interactive communication is different.  
- Know how typical promotion plans are blended to get an extra push from middlemen and help from customers in pulling products through the channel.  
- Understand how promotion blends typically vary over the adoption curve and product life cycle. |
| 15 | Personal Selling | • Understand the importance and nature of personal selling.  
• Know at least three basic sales tasks and what the various kinds of salespeople can be expected to do.  
• Know how sales technology affects the way sales are performed.  
• Know what the sales manager must do—including selecting, training, and organizing salespeople—to carry out the personal selling job.  
• Understand how the right compensation plan can help motivate and control salespeople.  
• Understand when and where to use at least three types of sales presentations. |
| --- | --- | --- |
| 16 | Advertising and Sales Promotion | • Understand why a marketing manager sets specific objectives to guide the advertising effort.  
• Understand when the various kinds of advertising are needed.  
• Understand how to choose the “best” medium.  
• Understand the main ways that advertising on the Internet differs from advertising in other media.  
• Understand how to plan the “best” message—that is, the copy thrust.  
• Understand what advertising agencies do and how they are paid.  
• Understand the importance and nature of sales promotion.  
• Know the advantages and limitations of different types of sales promotion. |
| 17 | Pricing Objectives and Policies | • Understand how pricing objectives should guide strategy planning for pricing decisions.  
• Understand choices the marketing managers must make about price flexibility.  
• Know what a marketing manager should consider when setting the price level for a product in the early stages of the product life cycle.  
• Understand the many possible variations of a price structure, including discounts, allowances, and who pays transportation costs.  
• Understand the value pricing concept and its role in obtaining a competitive advantage and offering target customers superior value. |
| 21 | Developing Innovative Marketing Plans | • Know the content of and differences among strategies, marketing plans, and a marketing program.  
• Understand all the elements of the marketing strategy planning process and the strategy decisions for the four P’s.  
• Understand why product classes and typical mixes should be considered when developing a marketing plan.  
• Understand ways the marketing strategy and plan is likely to need to change at the different stages of the product life cycle.  
• Understand the basic forecasting approaches and why they are used to evaluate the profitability of potential strategies.  
• Know what is involved in preparing a marketing plan, including estimates of costs and revenue and specifications of other time-related details.  
• Understand ways firms can become involved in international marketing. |
| 22 | Ethical Marketing in a Consumer-Oriented World: Appraisals and Challenges | • Understand why marketing must be evaluated differently at the micro and macro levels.  
• Understand the costs of micro- and macro-marketing.  
• Understand why the text argues that macro-marketing does not cost too much.  
• Know some of the challenges marketers face as they work to develop ethical marketing strategies that serve consumers’ needs. |