

# Marketing Principles

## Course Outcome Summary

### Wisconsin Indianhead Technical College

#### Information

<b>Course Number</b>	10-104-102
<b>Credits</b>	3
<b>Instructional Area</b>	Marketing & Merchandising Mgmt
<b>Instructional Level</b>	Associate Degree
<b>Division</b>	Business
<b>Developers</b>	Marketing Division
<b>Development Date</b>	05/16/2000
<b>Revision Date</b>	06/01/2004
<b>Revised By</b>	Marketing Division
<b>Revision History</b>	Revised description and competencies 6 and 8; external standards are now program outcomes, updated Superior's textbook

#### Types of Instruction

	<b>Type of Instruction</b>	<b>Contact Hours</b>	<b>Outside Hours</b>	<b>Credits</b>
	Classroom Presentation	32	0	2
	On Campus Lab and/or Shop Experience	32	0	1
	Totals	64		3

#### Description

This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

# Course Level Learning Outcomes

## Competencies

### 1. Analyze the scope of marketing.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in a written document.
- o on a written evaluation.
- o in an oral presentation.
- o in a case study.

*Criteria - Performance will be satisfactory when:*

- o learner creates a written definition of marketing.
- o learner lists key marketing perspectives.
- o learner identifies 10 reasons for studying marketing.

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Define the term marketing.
- b. Distinguish between marketing as an organizational philosophy and a societal process.
- c. Identify key marketing perspectives.
- d. Interpret the importance of marketing perspectives to marketing success.
- e. Describe reasons for studying marketing.

### 2. Classify the major functions of the marketing manager.

#### **Performance Standards**

*Competence will be demonstrated:*

- o in an oral presentation.
- o in a written summary.
- o in a case study.

*Criteria - Performance will be satisfactory when:*

- o learner secures three advertisements for marketing management positions.
- o learner identifies a job description for a marketing manager.

#### **Learning objectives**

*What you will learn as you master the competency:*

- a. Define the concept of marketing management.
- b. List the marketing management functions.
- c. Interpret the job description of a marketing manager.
- d. Give examples of marketing management positions from local newspapers.

**3. Evaluate the marketing concept with regard to products & services.**

***Performance Standards***

*Competence will be demonstrated:*

- o in a written document.
- o on a written evaluation.
- o in an oral presentation.

*Criteria - Performance will be satisfactory when:*

- o learner identifies the key points of the marketing concept.
- o learner generates a list of 10 consumer and 10 business products.

***Learning objectives***

*What you will learn as you master the competency:*

- a. Define the marketing concept.
- b. Explain how firms implement the marketing concept.
- c. Analyze the broad view of a product.
- d. Differentiate between product and service characteristics.
- e. Diagram the product life cycle.
- f. Categorize the methods of product identification.
- g. Compare consumer and business products.

**4. Appraise the concept of marketing strategy.**

***Performance Standards***

*Competence will be demonstrated:*

- o in a written positioning analysis.
- o in an oral presentation.

*Criteria - Performance will be satisfactory when:*

- o learner lists the steps in strategic planning.
- o learner analyzes the positioning of a good or service.
- o position analysis is completed according to an instructor-provided rubric.

***Learning objectives***

*What you will learn as you master the competency:*

- a. Explain the key steps in strategic planning.
- b. Assess marketing's role in strategic planning.
- c. Describe and apply the concept of market segmentation as a basis for assessing market opportunities.
- d. Analyze the concept of market positioning.

## **5. Evaluate a marketing strategy.**

### ***Performance Standards***

*Conditions for assessment:*

- o through a written marketing audit exhibiting requisite audit elements, including recommendations for improving marketing operations.
- o using an instructor-provided rubric.

*Criteria - Performance will be satisfactory when:*

- o learner applies appropriate reading, writing, speaking, and listening skills to express information, ideas, and opinions.
- o learner practices analytical, explorative, and innovative thinking.
- o learner demonstrates the integration of culturally- and aesthetically-based knowledge and understanding into problem solving activities.
- o learner applies the principles and strategies of purposeful, organized thinking.
- o learner selects and uses appropriate technology.
- o learner works with others to complete tasks, solve problems, resolve conflicts, share information, and offer support with a global and cultural awareness
- o learner recognizes the impact of technology
- o learner works with others to perform a marketing audit of an actual business

### ***Learning objectives***

*What you will learn as you master the competency:*

- a. Evaluate the role of cultural variations in marketing strategy.
- b. Evaluate the marketing operations of an actual business, utilizing the marketing terminology and concepts studied.
- c. Recommend improvements in the marketing operations of an actual business.
- d. Integrate effective social interaction skills during consultations with cooperating business marketing personnel.
- e. Communicate effectively, in writing and verbally, the evaluation of, and improvement recommendations for the marketing operations of an actual business.

**6. Diagram the major elements of a marketing channel.**

***Performance Standards***

*Competence will be demonstrated:*

- o in a written document.
- o in a written evaluation.

*Criteria - Performance will be satisfactory when:*

- o learner creates a market description.
- o market description is completed according to an instructor-provided rubric.

***Learning objectives***

*What you will learn as you master the competency:*

- a. Describe a market in terms of three basic attributes.
- b. Analyze market characteristics.
- c. Conceptualize the role of market channels.

**7. Classify the major elements of the marketing mix.**

***Performance Standards***

*Competence will be demonstrated:*

- o in a written plan.
- o in an oral presentation.

*Criteria - Performance will be satisfactory when:*

- o learner creates a marketing mix plan for a product or service.
- o learner justifies the marketing mix components used in the plan.

***Learning objectives***

*What you will learn as you master the competency:*

- a. Describe the relationship between a market and the related marketing mix.
- b. Describe a marketing mix in terms of four basic components.
- c. Explain how marketing mix variables affect pricing decisions.
- d. Analyze the major product mix decisions that marketers must make.

**8. Utilize sources of current marketing research information.**

***Performance Standards***

*Conditions for assessment:*

- o through a written marketing audit which exhibits the requisite data.

- o using appropriate technology.
- o using an instructor-provided rubric.

*Criteria - Performance will be satisfactory when:*

- o learner selects and uses appropriate technology.
- o learner generates market-specific economic, demographic, psychographic, competitive, technical, and legal/political data.

***Learning objectives***

*What you will learn as you master the competency:*

- a. Assess the role of marketing information.
- b. Identify various sources of current marketing, business, economic, social, legal/political, and technological information, such as business and related periodicals, databases, Web sites, etc.
- c. Evaluate and select those databases that are germane to a specific marketing situation.
- d. Utilize appropriate technology to access databases and to tailor the data to the marketing situation.
- e. Organize information essential to effective market planning.

**9. Assess market opportunities.**

***Performance Standards***

*Conditions for assessment:*

- o through a written and verbal case problem brief.
- o using author-provided case problems and an instructor-provided rubric.

*Criteria - Performance will be satisfactory when:*

- o learner applies appropriate reading, writing, speaking, and listening skills to express information, ideas, and opinions.
- o learner practices analytical, explorative, and innovative thinking.
- o learner demonstrates the integration of culturally- and aesthetically-based knowledge and understanding into problem-solving activities.
- o learner applies the principles and strategies of purposeful, organized thinking.
- o learner works with others to complete tasks, solve problems, resolve conflicts, share information, and offer support with a global and cultural awareness.
- o learner works with others to solve marketing case problems concerning target market determination and related marketing mix decision making, within the context of the external marketing environment.
- o learner effectively communicates, both in writing and verbally, solutions to marketing case problems.

### ***Learning objectives***

*What you will learn as you master the competency:*

- a. Define the consumer market.
- b. Create a simple model of consumer buyer behavior.
- c. Indicate major factors that influence buyer behavior.
- d. List the steps in the consumer decision-making process.
- e. Explain the concept of market segmentation.

## **10. Design a realistic marketing plan for a given product or service.**

### ***Performance Standards***

*Competence will be demonstrated:*

- o in a written marketing plan.
- o in an oral presentation.

*Criteria - Performance will be satisfactory when:*

- o Marketing plan must include an executive summary, situation analysis, marketing objectives, market selection, marketing strategy, and marketing mix.
- o Marketing plan must be completed according to an instructor-provided rubric.

### ***Learning objectives***

*What you will learn as you master the competency:*

- a. List the component parts of a marketing strategy.
- b. Choose a product or service to use as a basis for a marketing plan.
- c. Create a marketing plan.