



Marketing for Managers

Online Format

Professor Information

Professor: Kathy Crosby, B.S., M.A.

Course Description & Learning Objectives

Marketing is a powerful force that can create tremendous wealth, get candidates elected, raise huge amounts of money for charitable works, and do much more. This course will get you started on the path of successful marketing by providing you with the basic knowledge and skills you will need. This includes developing an understanding of the following:

- Marketing requires an insatiable curiosity to understand why people do what they do. Your ability to move beyond a basic understanding of marketing will help you to be a successful marketer.
- Truly great marketers are those who can see beyond the present into the future. Consider the visionary products of our generation: the laptop computer, 10,000 songs on a device that fits in your pocket, smart phones, Nook or Kindle, and post-its! These products are successful because someone could see their possibilities. This course will help you think of all kinds of possibilities.
- Vision alone isn't enough. Having a mastery of marketing tools available will allow you to build a successful brand that stands the test of time. This course will cover the basics of those marketing tools.

During this course you will learn the basics of how to move from product concept through to the creation of successful brands. We will look at the tools used to develop successful brands including consumer behavior, the creation and development of products, strategic pricing, different methods of distribution, market research, and the promotion of brands through different forms of advertising, including the Internet.

Course learning objectives for this course include:

To provide participants with the basic marketing skills, tools and techniques to move from product concept through to the creation of successful brands, to be able to compete successfully in today's business environment.

Participants are encouraged to assemble in informal virtual teams to share the application of the course learnings to current issues and challenges in their workplaces and as a requirement, must

post a minimum of 4 perspectives on the Discussion Forum during the course. Participants are also encouraged to submit questions to the instructor using Ask Your Instructor features. Instructors will respond to questions when possible and within the time limits of each week's session. Ask Your Instructor features. Instructors will respond to questions when possible and within the time limits of each week's session.

Course Materials

Supplied and available to all participants via Internet online sources

Course Assessments

Weekly practice assessments will be given at the completion of each week's online class (e.g., lectures, slides, and other materials) consisting of 19 multiple choice questions followed by one essay (minimum 500 word). The purpose for the assessments is to determine if the participant has sufficient command of the materials and met the learning objectives. Participants have the ability to attempt the weekly assessments as often as they choose during the course.

Each participant must make 4 contributions to the online Discussion Board during the course.

Week 4 is designed to provide a review of all the materials from the previous 3 weeks. The review session will utilize an audio-video presentation connecting the theory, instruction and the learning objectives to the questions posed by participants.

Upon completion of the review session, a final assessment will be provided. The final assessment consists of 25 multiple-choice questions. Participants will have 45 minutes to complete the final assessment. The participant will have 3 chances to receive a passing score on the final assessment. In order to receive the program completion certificate, one must pass the final assessment.

Course Outline

Session 1

What is Marketing?

After completing this session, participants should be able to:

1. Define marketing
2. Identify the components of the Marketing Mix
3. Explain the importance of marketing research and understanding the consumer
4. Describe why new products often fail
5. Articulate what influences consumer behavior

Session 2

Products, Services, and Branding

After completing this session, participants will be able to:

1. Describe the necessary steps required for new product development
2. Explain the Product Life Cycle
3. Understand the importance of positioning and target markets
4. Articulate the value of branding

Session 3

Place or Distribution

After completing this session, participants will:

1. Understand different distribution strategies
2. Determine a channel or distribution strategy that is best for your product or service
3. Discover the effect that a channel can have on a brand
4. Articulate the importance of relationships throughout the channel marketing process
5. Compare distinct characteristics of notable companies

Session 4

The Only Revenue Producer: Pricing

After completing this session, participants will be able to:

1. Identify the factors that affect pricing
2. Describe different pricing strategies
3. Recognize the power of pricing

Session 5

Promotions

After completing this session, participants will be able to:

1. Articulate how communications actually work
2. Understand how promotional messages motivate consumers
3. Develop a creative strategy

Session 6

Creative Process, Promotion Choice and Effectiveness

After completing this session, participants will be able to:

1. Apply a technique for the creative process
2. Understand what is involved in a media plan
3. Assess your newly developed advertisement
4. Utilize a variety of tools to measure success

Session 7

Social Media Marketing

After completing this session, participants will be able to:

1. Create an online strategy to market successfully on the Web
2. Articulate the importance of creating a Website that is easy to navigate
3. Employ promotional strategies for a corporate Website
4. Understand the importance of applying the use of Social Media Marketing
5. Capture the unique characteristics of a blog

Session 8

Social Media Marketing – part 2

After completing this session, participants will be able to:

1. Articulate the value of using Facebook for marketing
2. Understand the purpose of the different parts of Facebook
3. Evaluate the use of Twitter and LinkedIn for promoting a brand
4. Understand why video sharing is an effective marketing device
5. Create a social media policy for your organization

Session 9

Creating a Marketing Plan

After completing this session, participants will be able to:

1. Explain the pre-planning process for a marketing plan
2. Show how to write an marketing plan
3. Provide techniques that make a marketing plan successful
4. Understand the importance of integrating a social media campaign with the marketing plan
5. Articulate successful and unsuccessful approaches to handling negative feedback on the Internet

Session 10

Review and Assessment