

Introduction to Marketing II

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.

11	5	160	8489
# of Skills	# of Tasks	Total Hours	Total Skill Points

Public URL:

<http://www.skillsyllabus.com/Syllabi/S/gBiq8KRK>

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Learning Outcomes (Skills / Other Knowledge Gains)

Skill	# of Tasks	# of Hours	Skill Points
Graphic Design	5	160	1753
Market Research Analysis	1	40	1313
Time Management	1	40	1001
Project Management	1	40	1001
Creative Thinking	2	70	843
Marketing	4	130	618
Adaptability	1	30	523
Teamwork	1	30	523
Analytical Thinking	1	40	434
Attention to Detail	1	20	409
Brand Marketing	1	20	71

- Create final copy for marketing campaign (brochure included)
- Create an ad campaign deliverable in on time (one week)
- Synthesize new and researched information to create a marketing campaign with website, logo, etc.
- Show creativity in deriving a website, logo, and marketing materials. Apply graphic design principals.
- Create copy (marketing materials) for a three step editorial process.

Introduction to Marketing II

Public URL: <http://www.skillsylabus.com/Syllabi/S/gBiq8KRK>

Location : Welles 210
Phone Number : 456 954-3214
Email : smith@skillslabel.com
Office Hours : TU-THR 3:00 TO 5:00
Days : MWF
Times : 2:00-3:00

Course Purpose / Questions Answered

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define the term marketing and explain its role and importance in an individual firm and the overall economy.
2. Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - Analyze the external environment to identify opportunities or challenges to a business.
 - Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
 - Create and use a mission statement, SWOT analysis and SMART goals.
3. Describe the elements of the marketing mix (4Ps of marketing):
 - Product: Explain the use of product mix and life cycle in a marketing strategy
 - Place / Marketing Channels: Identify different marketing channels and develop distribution strategies.
 - Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service.
 - Pricing: List and explain a variety of pricing objectives.
4. Create and present the components of a working marketing plan

Policies

Grading

- Engagement (Individual): 15%
 - Attendance, In-class Assignments & Participation (5%)
 - Marketing "In Real Life" (10%)
- Final Project (Group): 35%
 - Final Project Assignments: 10%
 - Final Project Oral Presentation: 25%
- At Home Quizzes (Individual): 50%
 - 10 quizzes: 5% each

Expectations













Participation - Students are expected to take part in class discussions and present assignments to the class.

Learning Labels

Create Final Copy For Marketing Campaign

Teacher Ryan
Activity (Online)

Create final copy for marketing campaign (brochure included).

Suggested Learning						
Time	20 : 00 Hours	Cost	FREE			
Skills			Focus	Level	Standard	Points
	Attention to Detail					409
	Graphic Design					214
	Marketing					71
	Brand Marketing					71
Total Skill Points					765	
Knowledge Gain						
Create final copy for marketing campaign (brochure included)						
Resource Link						
http://www.marketing.com						

Skills Label™

(Patent Pending)













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Complete Ad Campaign

Teacher Ryan Activity (Online)

Create an ad campaign deliverable on time (one week)

Suggested Learning						
Time	40 : 00 Hours	Cost	FREE			
Skills			Focus	Level	Standard	Points
	Time Management					1001
	Graphic Design					173
	Marketing					173
	Project Management					1001
Total Skill Points					2348	
Knowledge Gain						
Create an ad campaign deliverable in on time (one week)						
Resource Link						
http://www.marketing.com						

Skills Label TM

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












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Research and Create Marketing Campaign

Teacher Ryan Activity (Online)












Get information, research and analyze new information. Interpret and design website, logo, and marketing campaign.

Suggested Learning					
Time	40 : 00 Hours	Cost	FREE		
Requirements					
			 31 Daily	 Computer	
Skills		Focus	Level	Standard	Points
	Market Research Analysis				1313
	Graphic Design				143
	Creative Thinking				143
	Analytical Thinking				434
	Marketing				143
Total Skill Points					2176
Knowledge Gain					
Synthesize new and researched information to create a marketing campaign with website, logo, etc.					
Resource Link					
http://www.marketing.com					

Create Marketing Campaign

Teacher Ryan Activity (Online)

Given basic information about the company. Design website (draw), logo, and marketing campaign

Suggested Learning						
Time	30 : 00 Hours	Cost	FREE			
Requirements						
						
			Image Software	Computer		
Skills		Focus	Level	Standard	Points	
	Graphic Design				700	
	Creative Thinking				700	
	Marketing				231	
Total Skill Points					1631	
Knowledge Gain						
Show creativity in deriving a website, logo, and marketing materials. Apply graphic design principals.						
Resource Link						
http://www.marketing.com						

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






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Create Final Copy For Marketing Campaign Through Editorial Process

Teacher Ryan Activity (Online)

Create copy (marketing materials) for each stage of a three step review process.

Suggested Learning					
Time	30 : 00 Hours	Cost	FREE		
Requirements					
		 Directed	 Computer	 Weekly	
Skills		Focus	Level	Standard	Points
	Adaptability				523
	Teamwork				523
	Graphic Design				523
Total Skill Points					1569
Knowledge Gain					
Create copy (marketing materials) for a three step editorial process.					
Resource Link					
http://www.marketing.com					

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Schedule (Tasks / Assignments / Tests)

Type	Task	Starts	Ends
Quiz	Quiz 1	09/03	
Quiz	Quiz 2	09/10	
Quiz	Quiz 3	09/17	
Project	Create Digital Ad	09/24	
Test	Mid Term	10/01	
Quiz	Quiz 4	10/08	
Quiz	Quiz 5	10/15	
Quiz	Quiz 6	10/22	
Group Project	Create Marketing Campaign	10/29	
Test	Final Test	12/10	

Resources

Type	Resource	Link
Book	Introduction to Marketing	
Article	Case Study on Designing Digital Ad Campaign	
Article	Standard Format of a Marketing Plan	