

Course Name: Marketing II | FVTC

Course Overview:

[Unit 1](#) [Unit 2](#) [Unit 3](#) [Unit 4](#)

Course Materials/Resources/Technology:

- **Textbook:** Marketing: An Introduction 14e | Armstrong, Kotler
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UNIT 1: Defining Marketing and the Marketing Process

Duration of Unit:

2 Weeks

Description of Unit:

This unit discusses the basic concepts of marketing, analyzes the aim of marketing, and discusses the marketing process. We look at a company's strategic plan in order to guide our marketing strategy and planning.

Academic Vocabulary:

- Marketing, Needs, Wants, Demands, Market Offering, Marketing Myopia, Exchange, Market, Marketing Management, Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Customer Relationship Management (CRM), Customer Perceived Value, Customer Satisfaction, Customer-Engagement Marketing, Consumer-Generated Marketing, Partnership Relationship Management, Customer Lifetime Value, Share of Customer, Customer Equity, Digital and Social Media Marketing
- Strategic Planning, Mission Statement, Business Portfolio, Portfolio Analysis, Growth-Share Matrix, Product/Market Expansion Grid, Market Penetration, Market Development, Product Development, Diversification, Value Chain, Value Delivery Network, Marketing Strategy, Market Segment, Market Segmentation, Market Targeting, Differentiation, Positioning, Marketing Mix, SWOT Analysis, Marketing Implementation, Marketing Control, Marketing Return on Investment

Materials/Resources/Technology:

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FVTC Course Competencies:

1. Use planning tools to establish business strategy

	Learning Targets
Chapter 1	<ul style="list-style-type: none"> → Define marketing and outline the steps in the marketing process. → Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts. → Identify the key elements of a customer value-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy. → Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return. → Describe the major trends and forces that are changing the marketing landscape in this age of relationships.
Chapter 2	<ul style="list-style-type: none"> → Explain company-wide strategic planning and its four steps. → Discuss how to design business portfolios and develop growth strategies. → Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver customer value. → Describe the elements of a customer value-driven marketing strategy and mix and the forces that influence them. → List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing marketing return on investment.
Common Formative and Summative Assessments	
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UNIT 2: Understanding the Marketplace and Consumer Value

Duration of Unit:

4 Weeks

Description of Unit:

In this unit, we analyze the marketing environment both externally and internally in order to make strategic decisions. This includes looking at how companies develop and manage information about important marketplace elements in order to gain useful insights about customers. We also study the customer directly in order to determine more about their buyer behavior, influences, and habits in the decision-making process.

Academic Vocabulary:

- Marketing Environment, Microenvironment, Macroenvironment, Marketing Intermediaries, Public, Demography, Baby Boomers, Generation X, Millennials, Generation Z, Economic Environment, Natural Environment, Environmental Sustainability, Technological Environment, Political Environment, Cultural Environment
- Big Data, Customer Insights, Marketing Information System, Internal Databases, Competitive Marketing Intelligence, Marketing Research, Exploratory Research, Descriptive Research, Casual Research, Secondary Data, Primary Data, Observational Research, Ethnographic Research, Survey Research, Experimental Research, Focus Group Interviewing, Online Marketing Research, Online Focus Group, Behavioral Targeting, Sample, Customer Relationship Management (CRM), Marketing Analytics
- Consumer Market, Consumer Buyer Behavior, Culture, Subculture, Total Marketing Strategy, Social Class, Reference Groups, Opinion Leaders, Word-of-Mouth Influence, Influencer Marketing, Online Social Networks, Lifestyle, Personality, Motive, Perception, Learning, Belief, Attitude, Cognitive Dissonance, New Product, Adoption Process, Business Buyer Behavior, Business Buying Process, Derived Demand, Supplier Development, Straight Rebuy, Modified Rebuy, New Task, Systems Selling, Buying Center, E-Procurement

Materials/Resources/Technology:

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FVTC Course Competencies:

1. Conduct a marketing environment analysis
2. Acquire marketing information
3. Recommend marketing mix strategy based on buyer behavior

	Learning Targets
Chapter 3	<ul style="list-style-type: none"> → Describe the environmental forces that affect the company’s ability to serve its customers. → Explain how changes in the demographic and economic environments affect marketing decisions. → Identify the major trends in the firm’s natural and technological environments. → Explain the key changes in the political and cultural environments. → Discuss how companies can react to the marketing environment.
Chapter 4	<ul style="list-style-type: none"> → Explain the importance of information in gaining insights about the marketplace and customers. → Define the marketing information system and discuss its parts. → Outline the role of marketing research and the steps in the marketing research process. → Explain how companies analyze and use marketing information. → Discuss the special issues some marketing researchers face, including public policy and ethics

	issues.
Chapter 5	<ul style="list-style-type: none"> → Understand the consumer market and the major factors that influence consumer buyer behavior. → Identify and discuss the stages in the buyer decision process. → Describe the adoption and diffusion process for new products. → Define the business market and identify the major factors that influence business buyer behavior. → List and define the steps in the business buying decision process. → Discuss how online, mobile, and social media have changed business-to-business marketing.
Common Formative and Summative Assessments	
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UNIT 3: Designing a Customer Value-Driven Strategy and Mix	
Duration of Unit:	10 Weeks
Description of Unit:	This unit encompasses the process of designing a customer value-driven strategy and mix. We start with identifying our target consumers and various segments of the market and further break down the elements of the marketing mix (5 Ps) to create a cohesive marketing plan that will deliver and capture customer value. In this unit, we create an in-depth project that allows students to sit in the seat of a marketing department for an existing company of their choice and develop a product or brand extension for that company.
Academic Vocabulary:	<ul style="list-style-type: none"> → Market Segmentation, Market Targeting, Differentiation, Positioning, Geographic Segmentation, Demographic Segmentation, Age and Life-Cycle Segmentation, Gender Segmentation, Income Segmentation, Psychographic Segmentation, Behavioral Segmentation, Benefit Segmentation, Occasion Segmentation, Intermarket (cross-market) Segmentation, Target Market, Undifferentiated (mass) Marketing, Differentiated (segmented) Marketing, Concentrated (niche) Marketing, Micromarketing, Local Marketing, Individual Marketing, Product Position, Competitive Advantage, Value Proposition, Positioning Statement → Product, Service, Consumer Product, Convenience Product, Shopping Product, Specialty Product, Unsought Product, Industrial Product, Social Marketing, Product Quality, Brand, Packaging, Product Line, Product Mix, Service Inseparability, Service Intangibility, Service Perishability, Service Variability, Service-Profit Chain, Interactive Marketing, Internal Marketing, Brand Equity, Store (private) Brand, Co-Branding, Line Extension, Brand Extension → New Product Development, Idea Generation, Crowdsourcing, Idea Screening, Product Concept, Concept Testing, Marketing Strategy Development, Business Analysis, Product Development, Test Marketing, Commercialization, Customer-Centered New Product

Development, Team-Based New Product Development, Product Life Cycle (PLC), Style, Fashion, Fad, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage

- Price, Customer Value-Based Pricing, Good-Value Pricing, Value-Added Pricing, Cost-Based Pricing, Fixed Costs, Variable Costs, Total Costs, Cost-Plus (markup) Pricing, Break-Even Pricing, Competition-Based Pricing, Target Costing, Demand Curve, Price Elasticity, Market-Skimming Pricing, Market-Penetration Pricing, Product Line Pricing, Optional Product Pricing, Captive Product Pricing, By-Product Pricing, Product Bundle Pricing, Discount, Allowance, Segmented Pricing, Psychological Pricing, Reference Prices, Promotional Pricing, Dynamic Pricing
- Value Delivery Network, Marketing/Distribution Channel, Channel Level, Direct Marketing Channel, Indirect Marketing Channel, Channel Conflict, Conventional Distribution Channel, Vertical Marketing System (VMS), Corporate VMS, Contractual VMS, Franchise Organization, Administered VMS, Horizontal Marketing System, Multichannel Distribution System, Disintermediation, Marketing Channel Design, Intensive Distribution, Exclusive Distribution, Selective Distribution, Marketing Channel Management, Marketing Logistics (physical distribution), Supply Chain Management, Distribution Center, Multimodal Transportation, Integrated Logistics Management, Third-Party Logistics (3PL)
- Retailing, Retailer, Shopper Marketing, Omni-Channel Retailing, Specialty Store, Department Store, Supermarket, Convenience Store, Superstore, Category Killer, Service Retailer, Discount Store, Off-Price Retailer, Independent Off-Price Retailers, Factory Outlet, Warehouse Club, Corporate Chains, Franchise, Shopping Center, Wholesaling, Wholesaler, Merchant Wholesaler, Broker, Agent
- Promotion Mix, Advertising, Sales Promotion, Public Relations, Personal Selling, Direct and Digital Marketing, Brand Content Management, Integrated Marketing Communications, Push Strategy, Pull Strategy, Advertising Objective, Advertising Budget, Affordable Method, Competitive-Parity Method, Percentage-of-Sales Method, Objective-and-Task Method, Advertising Strategy, Madison & Vine, Creative Concept, Execution Style, Advertising Media, Return on Advertising Investment, Advertising Agency
- Personal Selling, Salesperson, Sales Force Management, Territorial Sales Force Structure, Product Sales Force Structure, Customer Sales Force Structure, Outside Sales Force, Inside Sales Force, Team Selling, Sales Quota, Social Selling, Selling Process, Prospecting, Preapproach, Approach, Presentation, Handling Objections, Closing, Follow-Up, Sales Promotion, Customer Promotions, Event Marketing, Trade Promotions, Business Promotions
- Direct and Digital Marketing, Social Media Marketing, Mobile Marketing, Omni-Channel Retailing, Marketing Website, Brand Community Website, Online Advertising, Email Marketing, Spam, Viral Marketing, Blog, Social Media, Direct Mail Marketing, Catalog Marketing, Telemarketing, Direct-Response Television Marketing (DRTV),

Materials/Resources/Technology:

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FVTC Course Competencies:

1. Develop market segmentation, target strategy and positioning
2. Identify features, benefits and core customer value for product offerings
3. Apply product management and new product development concepts
4. Recommend pricing strategy
5. Outline marketing channels and functions
6. Create a plan to promote a product, service or organization

	Learning Targets
Chapter 6	<ul style="list-style-type: none"> → Define the major steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning. → List and discuss the major bases for segmenting consumer and business markets. → Explain how companies identify attractive market segments and choose a market-targeting strategy. → Discuss how companies differentiate and position their products for maximum competitive advantage.
Chapter 7	<ul style="list-style-type: none"> → Define product and describe the major classifications of products and services. → Describe the decisions companies make regarding their individual products and services, product lines, and product mixes. → Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require. → Discuss branding strategy—the decisions companies make in building and managing their brands.
Chapter 8	<ul style="list-style-type: none"> → Explain how companies find and develop new product ideas. → List and define the steps in the new product development process and the major considerations in managing this process. → Describe the stages of the product life cycle and how marketing strategies change during a product's life cycle. → Discuss two additional product issues: socially responsible product decisions and international product and services marketing.
Chapter 9	<ul style="list-style-type: none"> → Define price, identify the three major pricing strategies, and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices. → Identify and define the other important external and internal factors affecting a firm's pricing decisions. → Describe the major strategies for pricing new products. → Explain how companies find a set of prices that maximizes the profits from the total product mix. → Discuss how companies adjust and change their prices to take into account different types of customers and situations. → Discuss the major public policy concerns and key pieces of legislations that affect pricing decisions.
Chapter 10	<ul style="list-style-type: none"> → Explain why companies use marketing channels and discuss the functions these channels

	<p>perform.</p> <ul style="list-style-type: none"> → Discuss how channel members interact and how they organize to perform the work of the channel. → Identify the major channel alternatives open to a company. → Explain how companies select, motivate, and evaluate channel members. → Discuss the nature and importance of marketing logistics and integrated supply chain management.
Chapter 11	<ul style="list-style-type: none"> → Explain the role of retailers in the distribution channel and describe the major types of retailers. → Discuss how retailers are using omni-channel retailing to meet the cross-channel shopping behavior of today's digitally connected consumers. → Describe the major retailer marketing decisions. → Discuss the major trends and developments in retailing. → Explain the major types of wholesalers and their marketing decisions.
Chapter 12	<ul style="list-style-type: none"> → Define the five major promotion mix tools for communicating customer value. → Discuss the changing communications landscape and the need for integrated marketing communications. → Describe and discuss the major decisions involved in developing an advertising program. → Explain how companies use public relations to communicate with their publics.
Chapter 13	<ul style="list-style-type: none"> → Discuss the role of a company's salespeople in engaging customers, creating customer value, and building customer relationships. → Identify and explain the six major sales force management steps. → Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing. → Explain how sales promotion campaigns are developed and implemented.
Chapter 14	<ul style="list-style-type: none"> → Define direct and digital marketing and discuss their rapid growth and benefits to customers and companies. → Identify and discuss the major forms of direct and digital marketing. → Explain how companies have responded to the Internet and the digital age with various online marketing strategies. → Discuss how companies use social media and mobile marketing to engage consumers and create brand community. → Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.

Common Formative and Summative Assessments



UNIT 4: Extending Marketing

Duration of Unit:

2 Weeks

Description of Unit:

In this unit, we extend the marketing fundamentals to global marketing and look at special considerations that companies face when they market their brands globally. Additionally, we wrap up our discussion with a discussion on sustainable marketing, meeting the needs of consumers, businesses, and society - now and in the future - through socially and environmentally responsible marketing actions.

Academic Vocabulary:

- Global Firm, Economic Community, Exporting, Joint Venture, Licensing, Contract Manufacturing, Management Contracting, Joint Ownership, Direct Investment, Standardized Global Marketing, Adapted Global Marketing, Straight Product Extension, Product Adaption, Product Invention, Communication Adaption, Whole-Channel View
- Sustainable Marketing, Consumerism, Environmentalism, Environmental Sustainability, Consumer-Oriented Marketing, Customer-Value Marketing, Innovative Marketing, Sense-of-Mission Marketing, Societal Marketing, Deficient Products, Pleasing Products, Salutory Products, Desirable Products

Materials/Resources/Technology:

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FVTC Course Competencies:

	Learning Targets
Chapter 15	<ul style="list-style-type: none"> → Discuss how the international trade system and the economic, political-legal, and cultural environments affect a company's international marketing decisions. → Describe three key approaches to entering international markets. → Explain how companies adapt their marketing strategies and mixes for international markets.

	<p>→ Identify the three major forms of international marketing organization.</p>
Chapter 16	<p>→ Define sustainable marketing and discuss its importance.</p> <p>→ Identify the major social criticisms of marketing.</p> <p>→ Define consumerism and environmentalism and explain how they affect marketing strategies.</p> <p>→ Describe the principles of sustainable marketing.</p> <p>→ Explain the role of ethics in marketing.</p>
Common Formative and Summative Assessments	
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