Course Overview

Marketing: Real People, Real Choices will introduce marketing from the perspective of real people who make real marketing decisions at leading companies every day. This course will focus on new marketing strategies companies are using to reach today's increasingly savvy consumers. Our “Real People, Real Choices” course will instantly engage and place you in the shoes of real marketers in real business situations. Each day will open with a different scenario of a real marketing decision maker facing a challenge. Throughout each area we will focus, the true core benefit of multiple perspectives on the same situation, from experts and from their peer group, which will assist and view marketing from a variety of angles.

In addition, this course offers a Marketing Plan template insert which will provide a prescriptive, step-by-step guide to create a marketing plan that is linked to the chapter material. A Brand You supplement, which is integrated with end-of-chapter material and will have you apply the concepts that are taught and apply to your personal brand.

Finally, case studies will be introduced into each day’s learning as well as daily news from Brand Week, Ad Age and other high caliber publications allowing you to understand marketing from a 360 perspective.

Required Textbook/SUPPLEMENTAL MATERIALS (provided at Orientation)

Marketing: Real People, Real Choices, 6/E
Michael R. Solomon, Saint Joseph’s University
Greg W. Marshall, Rollins College
Elnora W. Stuart, The University of South Carolina Upstate
ISBN-10: 0136054218
Publisher: Prentice Hall
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COURSE OBJECTIVES

1. To introduce all students with an interest in business to the vital role marketing plays in the domestic and international marketplace, yesterday, today, and particularly in your future.
2. To actively promote the consideration of a career in marketing (retailing, advertising, sales, research, logistics, wholesaling, product development, etc.) as a rewarding, challenging, exciting and socially valuable option;
3. To provide each of you with opportunities to practice and refine your written, oral, Internet and communication skills; (use of a wiki collaboration page will be demonstrated and executed for all students)
4. To simultaneously assist you in acquiring a firm foundation in marketing theory and marketing lexicon, plus the ability to apply concepts to business situations and your individual lives;
5. To encourage you to extend your learning horizons beyond the classroom through the discussion of current events, handouts of current articles, use of the internet, drawing on your experiences to date, plus the expertise of your parents, sisters, brothers, etc.
6. To emphasize teamwork and sharing as a means of developing a supportive classroom environment. You are not in competition with your classmates for grades or learning.
7. To infuse in each of you a feeling of excitement and enthusiasm about the profession of marketing management;
8. To have fun learning together.

Principles of Marketing Topics and Layout

MAKING MARKETING VALUE DECISIONS
Foundation of course will begin with introducing students to the world of marketing, from a REAL WORLD perspective. In addition, we will uncover and focus on strategic decisions and how they are implemented within the marketing plan to truly capture the “Big Picture”. Finally, this first section will also set the stage for the world of marketing we live in today, and not on surviving, but truly thriving and capturing a brand’s true potential.

UNDERSTAND CONSUMERS’ VALUE NEEDS/CREATING THE VALUE PROPOSITION
This section of the course will explore market research and how information is gathered, analyzed and applied. As consumers, we will further understand how and why we behavior in certain ways based on influence marketing. In addition, we will view marketing from a business to business perspective and understand how and why organizations buy and how they target specific markets and build and retain loyal customers for a lifetime.
CREATE THE VALUE PROPOSITION
Simply and clearly, communicating the benefits of your product, service or idea is a key aspect for branding. We will clearly define and communicate a value proposition through creation and management of products, inclusive of “elusive” brands and non-tangibles as well as viewing service brands and pricing structures.

COMMUNICATING AND DELIVERING THE MARKETING VALUE PROPOSITION
Once the core value has been established, the next key areas are to communicate and deliver on the brand promise. Through the use of integrated marketing communications, we will explore critical elements of marketing within the areas of advertising, sales promotion, public relations, personal selling, sales management, direct marketing and marketing measurement (ROI).

Tentative Abbreviated Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics/Format</th>
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<tbody>
<tr>
<td>May 24</td>
<td>Foundation of Marketing-Lecture &amp; Discussion/Case Study/In-Class Exercise/Brand News Today/Student Brand Selections Overview</td>
</tr>
<tr>
<td>May 25</td>
<td>Marketing to Consumers and Creation of Value Propositions-Lecture &amp; Discussion/Case Study/Social Media Marketing Tool Development and Execution/Social Media Engagement/Student Brand Presentations</td>
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<tr>
<td>May 26</td>
<td>Development of Value Proposition-Lecture &amp; In-class Application/Case Study/Student Brand Presentations/Brand News Today</td>
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<tr>
<td>May 27</td>
<td>Integrated Marketing Communications Lecture &amp; Application of IMC tools, Case Study, Marketing Plan Overview/Study Brand Presentations/</td>
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