

Marketing:

Mastering the Process

Course Description

This course teaches you key components of marketing strategy and tactics including: identification, analysis and selection of target markets; development of product/service lines; pricing; distribution systems; advertising and promotions; service marketing; and international marketing. Major forces impacting marketing strategy, such as consumer behavior, competition, and regulating forces, are discussed. Also covered are marketing information systems, search-related marketing, interactive marketing and E-commerce, and multichannel marketing.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.

CPE Credits: 11 (CPA)

Category: Management

Prerequisite: None

Advanced Preparation: None

Course Learning Objectives

Chapter 1: Introduction to Marketing

After studying this section you will be able to:

1. Recognize the definition of the marketing management concept.
2. Identify the four P's of the marketing mix.
3. Define customer relationship management (CRM).

Chapter 2: Marketing Research

After studying this section you will be able to:

1. Characterize and discuss the nature of marketing research.

2. Recognize different techniques for gathering data for marketing research.

Chapter 3: The Consumer and the Market

After studying this section you will be able to:

1. Recognize necessary components in the definition of a market.
2. Identify some characteristics of market segmentation.

Chapter 4: Marketing Costs versus Marketing Strategies

After studying this section you will be able to:

1. Identify the advantages of a full-line competitor.
2. Recognize procedures to evaluate cost-profit decisions.

Chapter 5: The Consumer as a Variable

After studying this section you will be able to:

1. Identify characteristics of group behavior.

Chapter 6: Consumer Motivation

After studying this section you will be able to:

1. Recognize theories used to determine the needs and wants of consumers.
2. Identify some factors driving the increased power of consumers.
3. Identify some of the protection services available to the consumer.

Chapter 7: Product as a Variable

After studying this section you will be able to:

1. Recognize different classifications of consumer goods.

Chapter 8: Product Planning

After studying this section you will be able to:

1. Recognize the characteristics of good planning and development to help avoid product failure.

Chapter 9: Product Identification and Consumer Response

After studying this section you will be able to:

1. Recognize some characteristics of good branding.
2. Identify different degrees of branding familiarity.
3. Recognize uses and characteristics of labeling.

Chapter 10: Pricing and Price Theory

After studying this section you will be able to:

1. Recognize the price determination power of consumers.

Chapter 11: Pricing Patterns and Objectives

After studying this section you will be able to:

1. Identify how the concept of price elasticity affects sales and pricing decisions.
2. Recognize the use of discount and allowances.

Chapter 12: Pricing and Business Decisions

After studying this section you will be able to:

1. Identify traits of different pricing approaches.
2. Recognize the concept of non-price competition.
3. Identify the behavioral aspects of pricing decisions.

Chapter 13: Promotional Decisions and Demand Stimulation

After studying this section you will be able to:

1. Recognize components of the promotional mix.
2. Recognize how promotional factors affect profitability.

Chapter 14: Advertising

After studying this section you will be able to:

1. Identify advertising objectives.
2. Explain when advertising is most effective.

Chapter 15: Personal Selling and Sales Promotion

After studying this section you will be able to:

1. Recognize the effective use of personal selling.
2. Identify components of an overall personal selling effort.

3. Recognize methods for developing a plan for compensation.

Chapter 16: Sales Force Management

After studying this section you will be able to:

1. Recognize guidelines used to manage the sales force.
2. Identify examples of sales compensation packages.

Chapter 17: Retailing

After studying this section you will be able to:

1. Identify advantages of different retail organizations.
2. Recognize characteristics of multi-line stores.
3. Recognize different retailing trends.

Chapter 18: Physical Distribution and Channel Selection: Part I

After studying this section you will be able to:

1. Identify different wholesaler classifications.
2. Differentiate among some special-function intermediaries.

Chapter 19: Physical Distribution and Channel Selection: Part II

After studying this section you will be able to:

1. Recognize classifications of industrial goods.
2. Recognize the motivation of industrial buyers.

Chapter 20: The Channel Functions

After studying this section you will be able to:

1. Recognize some of the functional aspects of channel operations.
2. Identify the retailers approach to channel leadership.

Chapter 21: Marketing Services

After studying this section you will be able to:

1. Recognize attributes of the service marketing process.
2. Define the unique characteristics of services – the four “I”s.

Chapter 22: International Marketing

After studying this section you will be able to:

1. Recognize components of an international marketing plan.
2. Identify international financial sources.
3. Recognize future trends in international marketing.

Chapter 23: Marketing Information Systems

After studying this section you will be able to:

1. Recognize marketing information system and its components.
2. Identify the components of a targeted marketing program.
3. Recognize the importance of forecasts to the marketing planning process.

Chapter 24: Implementing Interactive and Multichannel Marketing

After studying this section you will be able to:

1. Identify how interactive marketing creates customer value, customer relationships, and customer experiences.
2. Identify elements of online commerce that create consumer value.
3. Recognize attributes of multichannel marketing and how it is used to more effectively reach consumers.