



This course supports the assessments for Marketing Management Concepts. The course covers 17 competencies and represents 12 competency units.

## Introduction

This course is aligned to the Marketing Management Concepts objective assessment. The same study materials are utilized in the Marketing Management Tasks performance assessment. If you have previously completed that assessment, then you should have already completed the required study activities found in this course of study. You may wish to review the assignments here, but you are not required to repeat these activities. If you have not yet completed the Marketing Management Tasks assessment, then please proceed through this course of study in full.

### Getting Started

Welcome to Marketing Management Concepts! This course will enable you to work effectively with distribution channels and their intermediaries. Review the topics in the course and complete the preassessment. Use the coaching report and the guidance of a mentor to help you understand what you need to focus on. Within the topics you will read text, watch videos, complete SkillSoft activities, take MyManagementLab quizzes, and complete Study Questions for each chapter. Competency will be demonstrated by the successful completion of an objective assessment.

Watch the following introduction video for this course:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

### Competencies

This course provides guidance to help you demonstrate the following 17 competencies:

- **Competency 305.1.1: Role of Marketing**  
The graduate understands the role of marketing in the organization and society.
- **Competency 305.1.2: Organizational Orientation**  
The graduate understands different orientations that organizations have toward the marketplace.
- **Competency 305.1.3: Managing the Marketing Process**  
The graduate understands the key sets of activities that must be performed to effectively manage the marketing process.
- **Competency 305.2.1: Identifying and Analyzing Opportunities**  
The graduate is knowledgeable about methods and practices for identifying and analyzing market opportunities.
- **Competency 305.2.2: Buyer Decision Process**  
The graduate is knowledgeable about the buyer decision process for both consumer and business/industrial markets.



- **Competency 305.2.3: Segmenting Markets**  
The graduate understands the process for segmenting markets and selecting targets.
- **Competency 305.3.1: Competitive Advantage**  
The graduate is knowledgeable about issues and factors associated with developing and maintaining competitive advantage.
- **Competency 305.3.2: Developing Marketing Strategies**  
The graduate is knowledgeable about developing marketing strategies based on competitive positions and roles firms play within a target market.
- **Competency 305.4.1: Product Mix Management Theory**  
The graduate is knowledgeable about theories related to managing the product mix.
- **Competency 305.4.2: Product Mix Management Application**  
The graduate applies appropriate theories to develop a product mix.
- **Competency 305.5.1: Price Policy and Strategy Theory**  
The graduate is knowledgeable about theories related to price policies and strategies.
- **Competency 305.5.2: Price Policy and Strategy Application**  
The graduate applies theories of pricing to develop and implement price policies and strategies.
- **Competency 305.6.1: Distribution Strategy Theory**  
The graduate is knowledgeable about theories related to distribution strategy.
- **Competency 305.6.2: Distribution Strategy Application**  
The graduate applies theories about distribution to develop and implement a distribution strategy.
- **Competency 305.7.1: Marketing Communication Theory**  
The graduate is knowledgeable about theories related to marketing communications.
- **Competency 305.7.2: Marketing Communication Application**  
The graduate uses appropriate theories to develop and implement marketing communication strategies.
- **Competency 305.7.3: Personal Selling and Sales Management**  
The graduate is knowledgeable about personal selling and sales management.

### **Course Instructor Assistance**

As you prepare to demonstrate competency in this subject, remember that course instructors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course instructors are excited to hear from you and eager to work with you.

Successful students report that working with a course instructor is the key to their success. Course instructors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course instructors act as a support system to guide you through the revision process. You should expect to work with course instructors for the duration of your coursework, so you are welcome to contact them as soon as you begin. Course instructors are fully committed to your success!

### **Preparing for Success**



The information in this section is provided to detail the resources available for you to use as you complete this course.

## Learning Resources

The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to enroll in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner.

### Automatically Enrolled Resources

You will be automatically enrolled at the activity level for the following learning resources. Simply click on the links provided in the activities to access the learning materials.

### VitalSource E-Texts

The following textbooks are available to you as e-texts within this course. You will be directly linked to the specific readings required within the activities that follow.

- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson/Prentice Hall Publishing. ISBN: 9780132102926

*Note: This e-text is available to you as part of your program tuition and fees, but you may purchase a hard copy at your own expense through VitalSource or a retailer of your choice. If you choose to purchase the text from a retailer, please use the ISBN listed to ensure that you receive the correct edition.*

*Directions for purchasing a printed text from VitalSource:*

1. Access the text using the course links.
2. Click on the Main Menu Icon in the upper left corner.
3. Click Print on Demand
4. If your text is available, it will be listed.
5. Click on the text and follow the prompts for purchasing the book.

For more information, review the [Print on Demand Option for VitalSource Texts: Help](#) documentation.

### Pearson MyManagementLab

Pearson's MyManagementLab provides access to supplemental resources aligned with the e-text used in this course.

### SkillSoft and Books 24x7

You will access SkillSoft items at the activity level within this course. For more information on accessing SkillSoft items, please see the "Accessing SkillSoft Learning Resources" page.

## Topics and Pacing

The topics and pacing guide suggests a weekly structure to pace your completion of learning activities. It is provided as a suggestion and does not represent a mandatory schedule. Follow



the pacing guide carefully to complete the course in the suggested timeframe.

#### Week 1

- Preparing for Success
- Marketing Fundamentals

#### Week 2

- Information Gathering Analysis
- Global Market Opportunities

#### Week 3

- Managing Marketing

#### Week 4

- Competitive Advantage

#### Week 5

- Analyzing Consumer and Business Markets

#### Week 6

- Identifying Market Segments and Targets

#### Week 7

- Product Strategy

#### Week 8

- Brand Equity and Positioning

#### Week 9

- Price Policy Strategy

#### Week 10

- Distribution Strategies

#### Week 11



- Promotion Strategies

Week 12

- Personal Selling
- Final Steps

*Note: This topics and pacing guide does not replace the course. Please continue to refer to the course for a comprehensive list of the resources and activities.*

## Marketing Foundations

Key ingredients of the marketing management process include insightful, creative marketing strategies and plans that can guide effective marketing activities. Marketing strategy also requires a clear understanding of how marketing works. Developing the most successful marketing strategy over time requires a blend of discipline and flexibility. While organizations should stick to their long-term strategies, they must also find new ways to constantly improve them.

### Marketing Fundamentals

Your study of marketing fundamentals begins with an introduction to the role of contemporary marketing and marketing management. It includes a discussion on marketing orientation and then moves on to an overview of developing marketing strategies.

This topic addresses the following competencies:

- **Competency 305.1.1: Role of Marketing**  
The graduate understands the role of marketing in the organization and society.
- **Competency 305.1.2: Organizational Orientation**  
The graduate understands different orientations that organizations have toward the marketplace.
- **Competency 305.3.2: Developing Marketing Strategies**  
The graduate is knowledgeable about developing marketing strategies based on competitive positions and roles firms play within a target market.

This topic highlights the following objectives:

- Identify the interdependent relationships among core concepts that shape marketing strategies.
- Identify the marketplace orientation depicted in a scenario.



- Differentiate between market-oriented and sales-oriented organizations.
- Describe conditions that cause a firm to embrace the marketing concept.
- Describe the effects that an organization-wide orientation towards the customer has on business success.
- Identify orientations that organizations have towards the marketplace.
- Identify elements of the marketing mix.
- Identify the set of activities that must happen to facilitate an exchange.
- Match the "4 Cs" from the customer's perspective with the "4 Ps" in the seller's perspective.
- Identify the functions of each element of the promotion mix.
- In a given scenario, identify indicators that a firm does not have an integrated marketing strategy.
- Identify factors that mediate marketing's strategic role.
- Identify factors that shape the role of marketing in business-unit strategy development.
- Identify factors that shape the role of marketing in corporate strategy development.
- Describe each of the components of a marketing plan.
- Use Porter's model to evaluate the attractiveness of a market segment.



- Differentiate between corporate and business-unit strategy.
- Differentiate between corporate and business-unit objectives.

## **Defining Marketing for the 21st Century**

Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 1 \("Defining Marketing for the 21st Century"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 1 Study Questions](#)

### **Chapter 1 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 1 Quiz](#)

*Optional review material:*

- [Chapter 1 Simulation](#)

## **Developing Marketing Strategies and Plans**

Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 2 \("Developing Marketing Strategies and Plans"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 2 Study Questions](#)

### **Chapter 2 Review**



Complete the following quiz from MyManagementLab:

- [Chapter 2 Quiz](#)

*Optional review material:*

- [Chapter 2 Simulation](#)

## **Marketing Fundamentals**

Complete the following SkillSoft modules:

- [Competitive Marketing Strategies: Selecting and Implementing Strategies](#)
- [Marketing Essentials: Introduction to Marketing](#)

## **Market Opportunities**

Identifying market opportunities requires the ability to gather and utilize crucial intelligence while scanning the macroenvironment. Some of the most important macroenvironmental intelligence comes from being able to recognize and respond to unmet needs and trends. This ability separates the successful companies from the unsuccessful ones.

The activities for this section will help you describe the components of a modern marketing information system while helping you to identify key methods for tracking and discovering opportunities in the macroenvironment.

### **Information Gathering and Analysis**

Your study of consumer information gathering and analysis begins with learning about marketing information systems, data gathering, and environmental scanning of the marketing macroenvironments. You will then learn about research methods and using the data to forecast demand.

This topic addresses the following competency:

- **Competency 305.2.1: Identifying and Analyzing Opportunities**  
The graduate is knowledgeable about methods and practices for identifying and analyzing market opportunities.

This topic highlights the following objectives:

- Identify types of marketing information systems.
- Identify trends in the marketing macroenvironment.
- Respond to macroenvironment trends with appropriate marketing strategies.
- Sequence the activities in the marketing research process.
- Identify the tools to use to forecast market demand.





## Gathering Information and Scanning the Environment

Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 3 \("Collecting Information and Forecasting Demand"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 3 Study Questions](#)

### Chapter 3 Review

Complete the following quiz from MyManagementLab:

- [Chapter 3 Quiz](#)

*Optional review material:*

- [Chapter 3 Simulation](#)

### Marketing Research Process

Review the following website:

- [Research Lifeline](#)

### Conducting Marketing Research

Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 4 \("Conducting Marketing Research"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 4 Study Questions](#)

### Chapter 4 Review



Complete the following quiz from MyManagementLab:

- [Chapter 4 Quiz](#)

*Optional review material:*

- [Chapter 4 Simulation](#)
- [Chapter 4 Video](#)

### **Analyzing the Market**

Complete the following SkillSoft module:

- [Marketing Essentials: Planning and People](#)

### **Global Market Opportunities**

Your study of global market opportunities begins with learning about factors that affect the decision to expand internationally. You will learn how to evaluate, enter, and manage international market opportunities.

This topic addresses the following competency:

- **Competency 305.2.1: Identifying and Analyzing Opportunities**  
The graduate is knowledgeable about methods and practices for identifying and analyzing market opportunities.

This topic highlights the following objectives:

- Describe considerations for deciding whether to expand to foreign markets.
- Discuss how to evaluate and select specific foreign markets to enter.
- Explain the major ways to enter foreign markets.
- Explain how companies adapt their products and marketing programs to suit foreign countries.
- Describe how to manage and organize international activities.

### **Tapping Into Global Markets**

Read the following chapter in *Marketing Management*:

- [Chapter 21 \("Tapping Into Global Markets"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 21 Study Questions](#)

### **Chapter 21 Review**



Complete the following quiz from MyManagementLab:

- [Chapter 21 Quiz](#)

*Optional review material:*

- [Chapter 21 Simulation](#)
- [Chapter 21 Video](#)

## Managing Marketing and Competitive Advantage

To manage marketing processes, you must understand the role of marketing and the activities that make marketing successful, and you must possess the management and interpersonal skills to lead and coordinate a team of people, partners, and processes until it runs like a well-oiled machine. Part of knowing how to succeed is knowing your opponent. This is where accurate analysis of competitors and calculated responses can make a marketing manager an undeniable leader in the organization.

### Managing Marketing

Your study of managing marketing processes begins with a study on customer value, which is the primary objective of marketing activities. Then you will examine methods for managing the overall marketing organization.

This topic addresses the following competencies:

- **Competency 305.1.3: The Marketing Process**  
The graduate understands the key sets of activities that must be performed to effectively manage the marketing process.
- **Competency 305.3.1: Competitive Advantage**  
The graduate is knowledgeable about issues and factors associated with developing and maintaining competitive advantage.

This topic highlights the following objectives:

- Explain how to deliver customer value, customer satisfaction, and customer loyalty.
- Define customer lifetime value.
- Describe methods for attracting and retaining customers.
- Explain how companies deliver total quality.
- Describe keys to effective internal marketing.
- Describe how companies can be socially responsible in their marketing.
- Explain how companies can improve their marketing implementation skills.
- Identify tools companies can use to monitor and improve marketing activities.
- Describe the relationships between price strategy and an organization's social responsibility.



- Identify methods for evaluating the success of a marketing program.
- Recognize ethical issues that are associated with marketing strategies.

### **Creating Long-Term Loyalty Relationships**

Read the following chapter in *Marketing Management*:

- [Chapter 5 \("Creating Long-Term Loyalty Relationships"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 5 Study Questions](#)

### **Chapter 5 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 5 Quiz](#)

*Optional review material:*

- [Chapter 5 Simulation](#)
- [Chapter 5 Video](#)

### **Managing a Holistic Marketing Organization for the Long Run**

Read the following chapter in *Marketing Management*:

- [Chapter 22 \("Managing a Holistic Marketing Organization for the Long Run"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 22 Study Questions](#)

### **Chapter 22 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 22 Quiz](#)

*Optional review material:*

- [Chapter 22 Simulation](#)
- [Chapter 22 Video](#)

### **Marketing Management**

Complete the following SkillSoft module:

- [Marketing Management](#)



## Competitive Advantage

Your study of competitive advantage begins with a study of Porter's Five Forces model and is followed by varying concepts of competition. Then you will study methods for analyzing competitors, and you will conclude with strategies for responding to competitive forces.

This topic addresses the following competencies:

- **Competency 305.1.3: The Marketing Process**  
The graduate understands the key sets of activities that must be performed to effectively manage the marketing process.
- **Competency 305.3.1: Competitive Advantage**  
The graduate is knowledgeable about issues and factors associated with developing and maintaining competitive advantage.

This topic highlights the following objectives:

- Identify factors to consider when analyzing an industry.
- Identify factors to consider when analyzing competitors.
- Define competition from an industry point of view.
- Define competition from a market point of view.
- Describe the appropriate marketing strategy for a given set of situational factors.
- Explain strategies used by market-leaders.
- Explain strategies used by market-challengers.
- Explain strategies used by market-followers.
- Identify the characteristics of a niche strategy.

### Competitive Dynamics

Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 11 \("Competitive Dynamics"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 11 Study Questions](#)

### Chapter 11 Review

Complete the following quiz from MyManagementLab:

- [Chapter 11 Quiz](#)



*Optional review material:*

- [Chapter 11 Simulation](#)
- [Chapter 11 Video](#)

## Buying Decisions and Market Segments

Because marketing's main function is to create, communicate, and deliver customer value, companies must intimately understand their customers' needs and wants and the factors that influence their buying decisions. This holds true for both consumers and organizational customers. With a thorough understanding of its customers, marketers can then group the potential customer by characteristic (e.g., demographics, relationship to the product) into market segments. Identifying the most lucrative market segment and focusing marketing efforts on that target market is one of the key components in any marketing plan.

It is critical that marketers understand the process that buyers use to make purchase decisions because that knowledge helps to direct a company's marketing efforts to maximize the response from customers. Customers can also be grouped together by similar characteristics, including buying patterns and the relationship to the product, for focused marketing efforts as well. These groups are called market segments.

### Analyzing Consumer and Business Markets

Your study of buyer decision making begins with a look at consumer markets, with which most people are fairly familiar because everyone is a consumer. Then you will contrast that with organizational buyers and their decision making.

This topic addresses the following competencies:

- **Competency 305.2.2: Buyer Decision Process**  
The graduate is knowledgeable about the buyer decision process for both consumer and business/industrial markets.
- **Competency 305.2.3: Segmenting Markets**  
The graduate understands the process for segmenting markets and selecting targets.

This topic highlights the following objectives:

- Identify factors that should be considered when developing marketing communications that will be delivered to multiple cultures and subcultures.
- Identify strategies for corporate growth.
- Sequence the steps of the buying decision process for business/industrial markets.
- Differentiate factors that influence consumer purchases from those that influence business/industrial purchases.

### Analyzing Consumer Markets



Read the following chapter in *Marketing Management*:

- [Chapter 6 \("Analyzing Consumer Markets"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 6 Study Questions](#)

### Chapter 6 Review

Complete the following quiz from MyManagement Lab:

- [Chapter 6 Quiz](#)

*Optional review material:*

- [Chapter 6 Simulation](#)

### Analyzing Business Markets

Read the following chapter in *Marketing Management*:

- [Chapter 7 \("Analyzing Business Markets"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 7 Study Questions](#)

### Chapter 7 Review

Complete the following quiz from MyManagementLab:

- [Chapter 7 Quiz](#)

*Optional review material:*

- [Chapter 7 Simulation](#)
- [Chapter 7 Video](#)

## Identifying Market Segments and Targets

Your study of market segmentation begins with fundamentals behind segmentation followed by methods for segmenting both consumer and business markets. Then you will learn how to evaluate different market segments to determine which will be the most attractive and lucrative to select for marketing efforts.

This topic addresses the following competencies:

- **Competency 305.2.2: Buyer Decision Process**

The graduate is knowledgeable about the buyer decision process for both consumer and



business/industrial markets.

- **Competency 305.2.3: Segmenting Markets**

The graduate understands the process for segmenting markets and selecting targets.

This topic highlights the following objectives:

- Use appropriate variables to identify market segments.
- Identify patterns of target market selection.
- Recognize examples of corporate target marketing strategies that represent different levels of social responsibility.
- Explain ethical issues associated with marketing products in different cultures.
- Identify target marketing strategies typically used by entrepreneurial organizations.

### **Identifying Market Segments and Targets**

Read the following chapter in *Marketing Management*:

- [Chapter 8 \("Identifying Market Segments and Targets"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 8 Study Questions](#)

### **Chapter 8 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 8 Quiz](#)

*Optional review material:*

- [Chapter 8 Simulation](#)
- [Chapter 8 Video](#)

## **Product Strategies**

One of the most basic elements of any marketing program—or any business for that matter—is what a company offers to its customers. These can be either products, services, or both. These are components of the product from the "4 Ps" of the marketing mix and include quality, design, brand, packaging, warranties, etc. Whether it is a product or a service, the brand created through marketing efforts is instrumental in delivering value to customers and creating profitable customer loyalty.

### **Product Strategy**

The marketing mix consists of four Ps: product, place, promotion, and price. This section covers product, more specifically focusing on the product mix. Your study will begin with products, a





hierarchy for products, and its relationship to brand. Then you will examine services and the ways they are part of the product mix.

This topic addresses the following competencies:

- **Competency 305.4.1: Product Mix Management Theory**  
The graduate is knowledgeable about theories related to managing the product mix.
- **Competency 305.4.2: Product Mix Management Application**  
The graduate applies appropriate theories to develop a product mix.

This topic highlights the following objectives:

- Identify the roles of services as a component of a product.
- Identify issues related to managing product lines.
- Identify the factors to consider when determining the appropriate number of product lines.
- Identify the factors to consider when determining the appropriate number of products within a product line.
- Identify the functions of packaging as a component of a product.
- Identify the characteristics that create unique issues for service marketing.
- Describe different degrees of product innovation as a means of developing new products.

### **Setting Product Strategy**

Read the following chapter in *Marketing Management*:

- [Chapter 12 \("Setting Product Strategy"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 12 Study Questions](#)

### **Chapter 12 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 12 Quiz](#)

*Optional review material:*

- [Chapter 12 Simulation](#)
- [Chapter 12 Video](#)

### **Designing and Managing Services**



Read the following chapter in *Marketing Management*:

- [Chapter 13 \("Designing and Managing Services"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 13 Study Questions](#)

### **Chapter 13 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 13 Quiz](#)

*Optional review material:*

- [Chapter 13 Simulation](#)
- [Chapter 13 Video](#)

### **Introducing New Market Offerings**

Read the following chapter in *Marketing Management*:

- [Chapter 20 \("Introducing New Market Offerings"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 20 Study Questions](#)

### **Chapter 20 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 20 Quiz](#)

*Optional review material:*

- [Chapter 20 Simulation](#)
- [Chapter 20 Videos](#)

### **Products and Services**

Complete the following SkillSoft modules:

- [Marketing Essentials: Product and Price](#)

### **Brand Equity and Positioning**

In the marketing mix, the element of product encompasses a variety of characteristics. Brand is one of those, and its strength can help to ensure customer loyalty and longevity. A strong brand requires product distinction and relevant brand positioning.



This topic addresses the following competencies:

- **Competency 305.4.1: Product Mix Management Theory**  
The graduate is knowledgeable about theories related to managing the product mix.
- **Competency 305.4.2: Product Mix Management Application**  
The graduate applies appropriate theories to develop a product mix.

This topic highlights the following objectives:

- Describe examples of different branding strategies.
- Recognize appropriate uses of various approaches to differentiation-based marketing strategy.
- Recognize various approaches to product positioning-based marketing strategies.
- Modify marketing strategy to match the product's stage in its life cycle.
- Match the degree of risk associated with appropriate growth strategy.
- Identify four strategies for corporate growth.
- Identify the appropriate marketing strategy for a new firm.

## **Creating Brand Equity**

Read the following chapter in *Marketing Management*:

- [Chapter 9 \("Creating Brand Equity"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 9 Study Questions](#)

## **Chapter 9 Review**

Complete the following quiz from MyManagement Lab:



- [Chapter 9 Quiz](#)

*Optional review material:*

- [Chapter 9 Videos](#)

## **Crafting the Brand Positioning**

Read the following chapter in *Marketing Management*:

- [Chapter 10 \("Crafting the Brand Positioning"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 10 Study Questions](#)

## **Chapter 10 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 10 Quiz](#)

*Optional review material:*

- [Chapter 10 Video](#)

## **Pricing Policy and Distribution Strategy**

When companies set pricing policies, they are making very careful decisions that will impact whether and how they will recoup their investments and generate profit. Pricing policies must carefully balance costs with demand from the target markets as well as determine other factors such as credit terms, discounts, and payment periods.

Likewise, distribution strategy (place) weighs the benefits and costs of using various distribution channels to reach the target markets, with the goal of producing a win for all parties involved: the manufacturer, the intermediaries, and the customers. Once a balance is reached, the company will continue making adjustments as market conditions change.

In this section, you will cover two elements of the marketing mix: price and place, also known as distribution. Pricing policy includes not only setting a price, but also aspects such as discounts, allowances, credit, and payment periods. Distribution strategies involve methods for connecting consumers with products and include aspects of inventory, transportation, distribution channels and intensity.

### **Price Policy and Strategy**

Your study of pricing policy and strategy begins with learning the step-by-step process that companies use to set prices. You will explore price adaptation and strategies for handling competitive price changes. You will conclude with information about customer reactions to price changes.



This topic addresses the following competencies:

- **Competency 305.5.1: Price Policy and Strategy Theory**  
The graduate is knowledgeable about theories related to price policies and strategies.
- **Competency 305.5.2: Price Policy and Strategy Application**  
The graduate applies theories of pricing to develop and implement price policies and strategies.
- **Competency 305.6.1: Distribution Strategy Theory**  
The graduate is knowledgeable about theories related to distribution strategy.
- **Competency 305.6.2: Distribution Strategy Application**  
The graduate applies theories about distribution to develop and implement a distribution strategy.

This topic highlights the following objectives:

- Identify options for responding to market variations.
- Describe the sequence of activities required to establish a selling price.
- Explain issues that should be considered before making price changes.
- Describe the methods managers use for determining price levels.
- Identify potential reactions of customers when prices are changed.
- Clarify the pricing issues that emerge as variations in the market occur.
- Identify the messages about product quality that are suggested by various price levels.
- Identify ethical dilemmas associated with price increases.

## **Developing Pricing Strategies and Programs**



Please watch the following video:

*Note: To download this video, right-click the following link and choose "Save as...":* [download video](#).

Read the following chapter in *Marketing Management*:

- [Chapter 14 \("Developing Pricing Strategies and Programs"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 14 Study Questions](#)

### Chapter 14 Review

Complete the following quiz from MyManagementLab:

- [Chapter 14 Quiz](#)

*Optional review material:*

- [Chapter 14 Simulation](#)
- [Chapter 14 Video](#)

## Distribution Strategies

Your study of distribution strategy begins with learning about the value chain and how distribution of products or services fits into that chain. You will then examine a variety of distribution channels and learn which criteria to use to evaluate channel members. Then you will study the management of channel conflict.

This topic addresses the following competencies:

- **Competency 305.5.1: Price Policy and Strategy Theory**  
The graduate is knowledgeable about theories related to price policies and strategies.
- **Competency 305.5.2: Price Policy and Strategy Application**  
The graduate applies theories of pricing to develop and implement price policies and strategies.
- **Competency 305.6.1: Distribution Strategy Theory**  
The graduate is knowledgeable about theories related to distribution strategy.
- **Competency 305.6.2: Distribution Strategy Application**



The graduate applies theories about distribution to develop and implement a distribution strategy.

This topic highlights the following objectives:

- Identify the types of intermediaries that comprise distribution channels.
- Identify alternatives for distribution channel structure.
- Describe the relationship between marketing objectives and distribution channel structure.
- Identify criteria for evaluating the performance of channel intermediaries.
- Distinguish between direct and indirect channels of distribution.
- Select a distribution channel structure after evaluating appropriate factors.
- Select appropriate options for motivating intermediaries.

### **Designing and Managing Integrated Marketing Channels**

Read the following chapter in *Marketing Management*:

- [Chapter 15 \("Designing and Managing Integrated Marketing Channels"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 15 Study Questions](#)

### **Chapter 15 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 15 Quiz](#)

*Optional review material:*

- [Chapter 15 Simulation](#)
- [Chapter 15 Video](#)



## Managing Retailing, Wholesaling, and Logistics

Read the following chapter in *Marketing Management*:

- [Chapter 16 \("Managing Retailing, Wholesaling, and Logistics"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 16 Study Questions](#)

### Chapter 16 Review

Complete the following quiz from MyManagementLab:

- [Chapter 16 Quiz](#)

*Optional review material:*

- [Chapter 16 Simulation](#)
- [Chapter 16 Video](#)

## Promotion Strategies

In the marketing mix, promotion activities are those that most people associate with the function of marketing, including the following activities:

- advertising
- direct marketing
- special events
- promotions
- public relations

When companies strategically use an integrated mix of communication channels with a carefully crafted message, they can generate interest in their products, drive customers to specific touch points (such as a website or a store), and ultimately affect sales. A simple way to think of marketing communication is that it attracts the business to the company. Personal selling, at that point, takes over to close the deal.

Marketing communication and personal selling are functions generally covered in the promotion element of the marketing mix. Marketing communication includes an integrated mix of messaging platforms (advertising, public relations, events, promotions, etc.) to effectively communicate to customers. Personal selling primarily includes direct marketing efforts and sales elements to build and strengthen relationships with key partners and customers.

### Promotion Strategies

Your study of marketing communication will begin with an overview of the different communication platforms involved in marketing communication. You will learn the steps for developing effective communication, including advertising and public relations. You will examine





the characteristics of the marketing communication mix and determine how to measure the effectiveness of promotion programs.

This topic addresses the following competencies:

- **Competency 305.7.1: Marketing Communication Theory**  
The graduate is knowledgeable about theories related to marketing communications.
- **Competency 305.7.2: Marketing Communication Application**  
The graduate uses appropriate theories to develop and implement marketing communication strategies.
- **Competency 305.7.3: Personal Selling and Sales Management**  
The graduate is knowledgeable about personal selling and sales management.

This topic highlights the following objectives:

- Sequence the steps to develop an integrated marketing communications plan.
- Identify techniques for measuring the effectiveness of each element of the promotion mix.
- Identify the advantages of each element of the promotion mix.
- Identify the limitations of each element of the promotion mix.
- Identify each step in the process to build an advertising campaign.
- Identify situations that call for a promotion strategy that emphasizes advertising.
- Identify situations that call for a promotion strategy that emphasizes direct marketing.
- Identify situations that call for a promotion strategy that emphasizes personal selling.

### **Designing and Managing Integrated Marketing Communications**

Read the following chapter in *Marketing Management*:

- [Chapter 17 \("Designing and Managing Integrated Marketing Communications"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 17 Study Questions](#)

### **Chapter 17 Review**

Complete the following quiz from MyManagementLab:

- [Chapter 17 Quiz](#)

*Optional review material:*

- [Chapter 17 Video](#)

### **Managing Mass Communications**



Read the following chapter in *Marketing Management*:

- [Chapter 18 \("Managing Mass Communications: Advertising, Sales Promotions, Events, and Public Relations"\)](#)

After reading the chapter you should be able to answer the study questions.

- [Chapter 18 Study Questions](#)

### Chapter 18 Review

Complete the following quiz from MyManagementLab:

- [Chapter 18 Quiz](#)

*Optional review material:*

- [Chapter 18 Simulation](#)
- [Chapter 18 Video](#)

### Marketing Campaigns

Complete the following SkillSoft modules:

- [Marketing Essentials: Promotion](#)

### Personal Selling

Your study of sales management will begin with a discussion about direct marketing, which includes catalogs, direct mail, telemarketing, direct response marketing, and other practices. Then you will learn about designing and managing a sales force with the purpose of securing relationships and closing business deals.

This topic addresses the following competencies:

- **Competency 305.7.1: Marketing Communication Theory**  
The graduate is knowledgeable about theories related to marketing communications.
- **Competency 305.7.2: Marketing Communication Application**  
The graduate uses appropriate theories to develop and implement marketing communication strategies.
- **Competency 305.7.3: Personal Selling and Sales Management**  
The graduate is knowledgeable about personal selling and sales management.

This topic highlights the following objectives:



- Identify the goals for each preselling activity.
- Identify strategies appropriate for sales representatives to use during each phase of a sales presentation.
- Identify criteria to use when hiring sales representatives.
- Identify goals that should be accomplished in a sales training program.
- Identify techniques for evaluating the performance of sales representatives.
- Identify tools for motivating a sales force.
- Differentiate between transaction-oriented selling and relationship marketing.
- Identify issues that impact the design of a sales force.

### **Managing Personal Communications**

Read the following chapter in *Marketing Management*:

- [Chapter 19 \("Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling"\)](#)

After reading the chapter, you should be able to answer the study questions.

- [Chapter 19 Study Questions](#)

### **Chapter 19 Review**

Review the following from MyManagement Lab:

- [Chapter 19 Quiz](#)

*Optional review material:*

- [Chapter 19 Simulation](#)
- [Chapter 19 Video](#)

### **Sales Teams**



Complete the following SkillSoft modules:

- [Building a Winning Sales Team](#)
- [Using Business Tools to Manage a Sales Team](#)
- [Motivating a Winning Sales Team](#)

### **Message Board: Personal Selling**

Go to the message board and post your response to the questions or comments regarding this topic.

## **Final Steps**

Congratulations on completing the activities in this course! This course has prepared you to complete the assessments associated with this course. If you have not already been directed to complete the assessments, schedule and complete them now.