This course supports the assessment for Cases in Marketing Management. The course covers 1 competency and represents 3 competency units.

Introduction

Overview
Marketing touches every facet of business operations because each person's activities affect the overall customer experience at some level. For that reason, it is critical that employees on every level understand how marketing fits into the business world's organization.

The marketing concepts of segmentation, targeting, life cycle, and leadership play a critical role in marketing management. Markets are where products and services ultimately reach their intended end users (customers). The analysis of markets at each level of this process can make a significant difference as to whether the delivery of the goods or services meets the needs of the customers and results in marketing success. Developing the appropriate marketing strategies in selling your products is a critical function for success in marketing and business.

Getting Started
Welcome to Cases in Marketing Management! There are six topics of study in the course. Within the topics you will read the e-text, watch videos, and complete SkillSoft and Lynda.com activities. To get started, click on Course Material. Use the course search to supplement your learning. Competency will be demonstrated by the successful completion a performance assessment.

Watch the following video for an introduction to 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 competency:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

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 at undergradmarketing@wgu.edu 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 manually 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 of study. You will be directly linked to the specific readings required within the activities that follow.


*Note: These e-texts are available to you as part of your program tuition and fees, but you may purchase hard copies at your own expense through a retailer of your choice. If you choose to do so, please use the ISBN listed to ensure that you receive the correct edition.*

SkillSoft and Books 24x7
You will access SkillSoft items at the activity level within this course of study. For more information on accessing SkillSoft items, please see the “Accessing SkillSoft Learning Resources” page.

Lynda.com
Lynda.com is a leading online learning platform that helps anyone learn business, software, technology and creative skills to achieve personal and professional goals. You will access Lynda.com items at the activity level within this course of study.

Other Learning Resources

You will use the following learning resources for this course of study.

WGU Library E-Reserves
This course of study utilizes resources located in the WGU Library E-Reserves, with articles available for you to download. For instructions on how to access WGU Library E-Reserves, see the "Accessing WGU Library E-Reserves" page.

The following e-reserve materials will be used in this course of study:


*Note: Take notes as you work through each section of this Course of Study so that you are able to apply the concepts as they relate to the Aldus case. Review the Aldus case periodically throughout this course in preparation for the performance assessment.*

**Topics and Pacing**

The topics and pacing outline 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
- Product Positioning

**Week 2**

- Consumer Markets
- Business Markets

**Week 3**

- Segmenting Markets to Find the Target

**Week 4**

- Product Life Cycle

**Week 5**

- Product Strategies
- Pricing Strategies

**Week 6**

- Place Strategies
- Promotion Strategies
Positioning Strategies

Why is it that reputation enables certain brands to demand a higher price from customers? To answer this question, you must look to the marketers. Marketers for those companies have worked tirelessly to create a premium value and to distinguish their brands from competitors in the minds of their customers. The marketing function of developing a company's image or perception in the mind of the customer is called positioning. The process of positioning a product or service against those of a variety of competitors is dynamic, constantly changing, and difficult to measure with precision.

After completing this section's activities, you will be able to

- understand fundamental marketing concepts,
- identify the tasks necessary for successful marketing management,
- explain the types of positioning strategies (defining marketing, brand positioning, product management, new product strategies, product life cycle), and
- determine how a firm can choose and communicate an effective positioning in the market.

Product Positioning

Marketers must not only target products and services to desired groups of consumers, but also position those products and services—in the mind of the customer—against those offered by competitors in the market.

This topic addresses the following competency:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

Defining Marketing

Read the following chapter in the *Marketing Management* text:

- **Chapter 1 ("Defining Marketing for the 21st Century")**

Pay special attention to the following concepts:

- the scope of marketing
- company orientations toward the marketplace
- holistic marketing concept
- fundamental marketing concepts, trends, and tasks
- marketing management tasks
Brand Positioning

Read the following chapter in *Marketing Management*:

- Chapter 10 ("Crafting the Brand Positioning")

Pay special attention to the following concepts:

- developing and communicating positioning strategy
- differentiation strategies
- product life cycle marketing strategies
- market evolution

**Product Positioning Strategies**

Strengthen your understanding of product positioning strategies by completing the following SkillSoft and Lynda.com exercises:

- **Target Marketing: Positioning**
  - (Select the topic "Target Marketing: Positioning" from the Table of Contents.)
- **Positioning your message**

**Performance Task Notes**

Read the task assignment instructions for the MAP1 performance assessment. After you learn about product positioning, write down your initial response to Prompt A from the task instructions.

View the following recorded video:

- Task Prompt A

**Consumer and Business Markets**

Marketers can target their products or services to consumers, to other businesses, or in some cases, to both. Each of these target markets has distinct buying processes that impact the strategy used by the company to most effectively market its products or services.

After completing this section's activities, you will be able to

- explain the relationships among consumer, industrial, and business markets;
- identify the buying processes in consumer, industrial, and business buying; and
- conduct a basic market analysis.

To begin mastering the concepts associated with consumer and business markets, you will study each respective market type and contrast the two market types with regard to buying
behavior and key influencers.

**Consumer Markets**

Because you are a consumer, you are familiar with the effects of consumer marketing. This is because you are the target of hundreds of marketing campaigns each day. In this section, you will examine what marketers are doing to effectively influence you or any other consumer group to purchase specific goods or services.

Targeting consumers is the most visible side of marketing. By utilizing mass media such as television, radio, outdoor billboards, print media (newspapers and magazines), and even spam, consumer marketing generates more attention and requires higher budgets than most industrial or business marketing.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Analyzing Consumer Markets**

Read the following chapter in *Marketing Management*:

- **Chapter 6 ("Analyzing Consumer Markets")**

Pay special attention to the following concepts:

- consumer behavior influences
- buying decision process: the five-stage model
- other theories of consumer decision making

**Elements of Marketing Strategy and Analyzing the Market**

Complete the following SkillSoft exercise:

- **Competitive Marketing Strategies: Analyzing Your Organization**

**Business Markets**

Marketing to businesses requires a different set of skills and strategy when compared to marketing to consumers. Business buying trends are to be made through a set of defined processes, and (in the case of high involvement or high price products or services) by a committee rather than by an individual (as is the case in most consumer marketing). Business marketing, unlike consumer marketing, uses far more targeted media and personal selling.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.
Analyzing Business Markets

Read the following in *Marketing Management*:

- Chapter 7 ("Analyzing Business Markets")

Pay special attention to the following concepts:

- organizational buying
- participants in the buying process
- purchasing and procurement process
- stages in the buying process
- managing business-to-business customer relationships

**Performance Task Notes**

Read the task assignment instructions for the MAP1 performance assessment. After you learn about consumer and business markets, write down your initial responses to Prompts B and C from the task instructions.

View the following recorded video:

- Task Prompts B and C

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

**Market Segmentation and Target Markets**

As companies have matured in their marketing know-how and practices, they have realized that the "build it and they will come" attitude is not an effective approach. Instead, companies have realized that their potential customers can be grouped into different categories and that, by focusing their marketing efforts (and dollars) on those most likely to buy their product, they can gain a bigger bang for their buck.

After completing this section's activities, you will be able to

- describe the process of matching existing products and services to targeted markets,
- understand the most significant legal and regulatory constraints on marketers, and
- conduct an external environmental analysis.

Market segmentation is the process of matching existing products and services to identified, pre-existing groups of consumers.

**Segmenting Markets to Find the Target**

Your studies in this section will help develop your competence in analyzing market segmentation and identifying target markets. You will learn how to evaluate and target different
market segments to determine which will be the most attractive and lucrative to select for marketing efforts.

When you have completed these activities you will be able to

- 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, and
- identify target marketing strategies typically used by entrepreneurial organizations.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Identifying Market Segments and Targets**

Read the following chapter in *Marketing Management*:

- Chapter 9 ("Identifying Market Segments and Targets")

Pay special attention to the following concepts:

- levels of market segmentation
- segment consumer markets
- bases for segmenting business markets
- market targeting

**Developing Target Market Strategy**

Strengthen your understanding of how to analyze a market and develop strategies for target marketing by completing the following Lynda.com exercises:

- [Segmenting your customers](#)
- [Targeting your customers](#)

**Performance Task Notes**

Read the task assignment instructions for the MAP1 performance assessment. After you learn about market segmentation and target marketing, write down your initial responses to Prompts D, E, and F from the task instructions.

View the following recorded video:

- Task Prompts D, E, and F
Product Life Cycle Strategies

Like people, products are "born," and they grow and mature. But rather than having an average life span of 75 years, the life span of a product or service can last for any length of time. Marketers can implement strategies to rejuvenate a product and literally give it new life. These maturity stages and the accompanying rejuvenation strategies are part of a marketing concept called the product life cycle. Understanding the principles of the product life cycle can help marketers develop appropriate and effective strategies.

After completing this section's activities, you will be able to

- identify the four stages of the product life cycle,
- describe strategies to extend the product life cycle of a product or service, and
- determine the appropriate marketing strategy for a product in any given product life cycle stage.

Product Life Cycle

The product life cycle consists of four stages: introduction, growth, maturity, and decline. All products generally go through this cycle but at varying speeds. Different marketing strategies are appropriate at different stages, and the marketer's objective is to extend the life of a product for as long as it is financially feasible to do so.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

Product Life Cycle Concepts

Read the section, Product Life Cycle Marketing Strategies, in the following chapter of *Marketing Management*:

- **Chapter 10 ("Crafting the Brand Positioning")**

Pay special attention to the following concepts:

- developing and communicating positioning strategy
- differentiation strategies
- product life cycle marketing strategies
- market evolution

Performance Task Notes

Read the task assignment instructions for the MAP1 performance assessment. After you learn
about the product life cycle, write down your initial responses to Prompts G and H from the task instructions.

View the following recorded video:

- Task Prompts G and H

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

**Marketing Mix**

The marketing mix consists of four elements known as the four *Ps* of marketing: product, price, place, and promotion. Successful marketers coordinate the various aspects of these four key operations to work together and support each other and the goals of the firm. *Product* refers to aspects of a company's offering: design, features, sizes, warranties, and the like. *Price* naturally refers to selecting a list price, but price also encompasses discounts, payment terms, and credit. *Distribution*, or connecting the consumer with a product, is referred to as *place*. Place can also be an actual physical location. Most people think that all marketing is promotion, but promotion is actually only a part of the marketing discipline. Naturally, *promotion* refers to the communication activities conducted to attract business, such as advertising and sales.

After completing this section's activities, you will be able to

- describe each element of the marketing mix,
- define strategies for each element of the marketing mix, and
- identify appropriate strategies for each element of the marketing mix for a given situation.

**Product Strategies**

Market leaders generally offer products of superior quality, which customers prefer when priced appropriately. As a key element of the marketing mix, marketers use their knowledge of customer wants and needs to steer the product offering; this includes aspects such as sizes, designs, features, accessories, quality, warranties, etc.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Setting Product Strategy**

Read the following in *Marketing Management*:

- **Chapter 13 ("Setting Product Strategy")**
Pay special attention to the following concepts:

- differentiation
- product-line analysis
- product-mix pricing
- packaging, labeling, warranties, and guarantees

**Principles of Marketing and Developing a New-Product Strategy**

Strengthen your understanding of the marketing mix and product strategies by completing the following SkillSoft exercises:

- [Product, Pricing, and Promotion in the Marketing Mix](#)

Complete the following Lynda.com exercises:

- [Creating the right products and services](#)
- [Setting prices](#)

**Pricing Strategies**

The one element of the marketing mix that produces revenue is price. Price is also the easiest element to adjust. Setting the price to maximize profits also requires careful analysis. However, along with setting the sales price, pricing strategies include such aspects as discounts, allowances, credit, and payment terms.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Developing Pricing Strategies and Programs**

Read the following chapter in *Marketing Management*:

- [Chapter 16 ("Developing Pricing Strategies and Programs")](#)

Pay special attention to the following concepts:

- understanding pricing
- setting the price
- adapting the price
- initiating and responding to price changes
- reactions to price changes
- responding to competitors’ price change

**Place Strategies**

One of the key elements of the marketing mix that can make or break a customer’s experience is delivery of value. Place strategies include aspects of distribution along the whole value chain
from raw materials through delivery to customers.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Designing and Managing Value Networks and Channels**

Read the following chapter in *Marketing Management*:

- **Chapter 17 ("Designing and Managing Integrated Marketing Channels")**

Pay special attention to the following concepts:

- importance of channels
- value network
- role of marketing channels
- identifying major channel alternatives
- channel-management decisions
- channel integration and systems
- conflict, cooperation, and competition

**Promotion Strategies**

Promotion is all about communication. Promotion is not just advertising to attract new business but is also about communicating with all the present and potential stakeholders. With promotional activities, marketers must carefully craft their messages to communicate an accurate and effective message. Promotional activities include public relations, direct marketing, sales promotions, and the sales force itself.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Designing and Managing Integrated Marketing Communications**

Read the following chapter in *Marketing Management*:

- **Chapter 19 ("Designing and Managing Integrated Marketing Communications")**

Pay special attention to the following concepts:

- marketing communication and brand equity
- developing effective communications
- deciding on the marketing communications mix
measuring communication results
- managing the integrated marketing communications process

Creating a Marketing Campaign

Strengthen your understanding of promotion strategies by completing the following Lynda.com exercises:

- Determining your marketing plans scope
- Setting promotional objectives
- Sending your promotional message
- Using social media to promote your products
- Understanding distribution channels
- Designing distribution channels
- Integrating all for Ps

Performance Task Notes

Read the task assignment instructions for the MAP1 performance assessment. After you learn about the elements of the marketing mix and a variety of specific strategies, write down your initial responses to Prompts I, J, and K from the task instructions.

View the following recorded video:

- Task Prompts I, J, K and L

Note: To download this video, right-click the following link and choose "Save as...": download video.

Market Leadership

The companies who rise to the top and remain on top do so by employing wise competitive and marketing mix strategies to help them gain and maintain market share. Other successful companies maintain a very strong business model that is always challenging the top performers. Understanding the many strategies and tactics that a business can take to be successful will help a firm stay focused on its positioning in the big picture of the marketplace.

After completing this section's activities, you will be able to

- understand the differences between market leaders, market challengers, and market followers,
- explain how market leaders can expand the total market and defend market share,
- describe how market challengers can attack market leaders,
- identify niche marketing strategies, and
- identify sources of conflict when dealing with competitors.

In this section, you will first master the concepts associated with competitive marketing
strategies. Then you will finalize your work on the performance assessment and prepare it for submission.

**Competitive Strategies**

Because no company exists in a vacuum, marketers must be keenly aware of competitors' actions as well as their firm's own leverage and vulnerabilities. Through careful analysis of competitors and the honest examination of the company's capabilities, a variety of strategies are available that can help the company compete in its own space and be successful, regardless of a company's position in the market.

This topic addresses the following competencies:

- **Competency 314.3.1: Marketing Goods and Services**
  The graduate understands concepts and practices associated with marketing goods and services.

**Creating Customer Value**

Read the following chapter in *Marketing Management*:

- **Chapter 5 (“Creating Long-Term Loyalty Relationships”)**

Pay special attention to the following concepts:

- customer perceived value
- total customer satisfaction
- measuring satisfaction
- product and service quality

**Dealing with Competition**

Read the following chapter in *Marketing Management*:

- **Chapter 12 (“Addressing Competition and Driving Growth”)**

Pay special attention to the following concepts:

- competitive forces
- market concept of competition
- analyzing competitors
- competitive strategies for market leaders
- other competitive strategies
- market follower strategies
- balancing customer and competitor orientations

**Finalize Performance Task**

Now that you have written your responses to each of the prompts, you are ready to assemble and finalize your work and submit it for evaluation.

**Organize Paper**
As you assemble your paper, use subject headings that mirror each aspect of the task instructions A through L. You may want to use the nomenclature given in the scoring rubric for each task. By organizing your paper in this fashion, it makes it easier for WGU graders to evaluate your paper according to the scoring rubric.

Compile Case Study

Because you have taken notes on your responses for each prompt in the task instructions, you are ready to compile and polish your responses for this assessment. As you review your case study prior to submission in Taskstream, be sure that each response meets the satisfactory criteria specified by the rubric. Ensure that your work meets the following criteria in particular:

- has all citations in correct APA format and contains effective sentence structure, solid vocabulary, accurate word choice, and no mechanical, grammatical, or spelling errors;
- discusses the marketing proposal and recommends an appropriate positioning strategy;
- describes the difference between consumer and organizational markets;
- discusses the impact of market differences on positioning strategy;
- discusses the criteria for segmenting markets;
- discusses the proposed segmentation scheme;
- discusses both of the target markets;
- defines all four stages of the product life cycle;
- identifies the stage of PageMaker in the product life cycle;
- identifies all four elements of the marketing mix for the product;
- defines perceived value;
- discusses the concept of how perceived value influences marketing strategy; and
- addresses the most likely causes of problems with selling to organizational buyers.

Submit in Taskstream

When you have reviewed and double-checked your case study, be sure it complies with each of the requirements in the instructions, rubric, and items in the previous activity.

Submit the following task in Taskstream:

- MAP1

For details about this performance assessment, see the "Assessment" tab in this course.

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 them, schedule and complete your assessments now.