This course supports the assessments for Fundamentals of Marketing and Business Communication. The course covers 7 competencies and represents 6 competency units.

Introduction

Overview
In today's business world, every act is a marketing act because each person's activities affect the overall customer experience at some level. For that reason, it is critical for employees on every level to understand how marketing fits into their organizations.

While you may or may not be on the marketing career ladder, the understanding you will gain from this course will help you communicate more effectively wherever you work. It will also help you understand, if you do not already, how almost every act in business is a marketing act.

Getting Started
Welcome to MKC1, Fundamentals of Marketing and Business Communication! You may want to start by reviewing the course and then taking the pre-assessment, which will help you target your learning to improve your understanding of your weakest topics. Your primary resource is the custom Flat World Knowledge E-Text, Principles of Marketing and Business Communication. After reading each assigned chapter, you should complete the Review and Discussion Questions. Additional video resources and study guides are available to you within the course of study. All of these resources you gain competency to pass the objective assessment.

Competencies
This course provides guidance to help you demonstrate the following 7 competencies:

- **Competency 318.1.1: Environmental Variables**
  The graduate makes marketing decisions within the constraints imposed by variables within the marketing environment.

- **Competency 318.1.2: Consumer Behavior and Marketing**
  The graduate can identify how consumer behavior affects marketing.

- **Competency 318.1.3: Market Opportunities**
  The graduate analyzes market information and marketing techniques in terms of how they impact market opportunities.

- **Competency 318.1.4: Marketing Strategies**
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

- **Competency 318.1.5: Marketing Plans**
  The graduate can create a marketing plan.

- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

- **Competency 318.2.3: Organizational Communication**
The graduate determines appropriate uses for specified types of organizational communication.

**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.

**Your 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 Learning 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.

**Flat World Knowledge E-Text**

The following textbook is available to you as an e-text within this course. You will be directly linked to the specific readings required within the activities that follow. Customized additional learning resources are integrated with the e-text.


*Note: This custom e-text is available to you in multiple online and mobile formats as part of your program tuition and fees, but you may purchase hard copies at your own expense through the publisher.*

**Other Learning Resources**

This course utilizes resources located in the WGU Library E-Reserves, with articles available for
you to download.

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


**Topics and Pacing**

This outline is a guided structure of the topics recommended to complete the learning activities. It is provided as a suggested structure and can be adapted according to your knowledge, skills, and experience. Use the topics and pacing outline to support your completion of the course within the recommended timeframe.

**Week 1**

- Preparing for Success
  - Strategic Planning
  - Market Orientation

**Week 2**

- Marketing Environment
  - Market Analysis

**Week 3**

- Marketing Segmentation and Target Markets
  - Positioning

**Week 4**

- Market Research
  - Consumer and Business Customers

**Week 5**

- Product Strategy

**Week 6**

- Place (Distribution) Strategy

**Week 7**
Strategic Marketing

The activities for this section will help you understand the role of marketing in an organization and overall marketing strategies that can help steer a firm to success.

Strategic Planning

Your study of strategic planning explores the foundational role of marketing within an organization. You will learn about how marketing helps drive the strategic direction of a firm and the difference between strategic and tactical planning.

This topic addresses the following competencies:

- **Competency 318.1.4: Marketing Strategies**
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.
- **Competency 426.1.5: Marketing Plans**
  The graduate can create a marketing plan.

**Strategic Planning**

Access [Chapter 2 ("Strategic Planning") in Principles of Marketing and Business Communication](#) and complete the following activities:
Market Orientation
Your study of market orientation begins with a brief journey through the history of the marketing discipline and then explores some of the key components to contemporary marketing, which include strong relationships with customers and business partners.

This topic addresses the following competencies:

- Competency 318.1.4: Marketing Strategies
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

- Competency 426.1.5: Marketing Plans
  The graduate can create a marketing plan.

What Is Marketing?
Access Chapter 1 ("What is Marketing") in Principles of Marketing and Business Communication and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

Analyzing the Environment
The activities for this section will help you understand the complex aspects of the marketing environment, which include five different categories: economic, competitive, political-legal, social-cultural, and technological environments. You will also learn about some important tools that can be used to analyze the market.

Marketing Environment
Your study of marketing environments begins with an introduction to five categories: economic, competitive, political-legal, social-cultural, and technological environments. Then you will explore these environments in more depth to understand how different factors affect marketing decisions.

This topic addresses the following competencies:

- Competency 318.1.1: Environmental Variables
  The graduate makes marketing decisions within the constraints imposed by variables within the marketing environment.
Competency 318.1.4: Marketing Strategies
The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

Marketing Environments

Focus on Section 2.2 (“The Role of Strategic Planning and Marketing Environments”) in Principles of Marketing and Business Communication and review the following videos and study guide:

- "Analyzing the Environment—Video"
- "Analyzing the Environment: Marketing Laws—Video"
- "Analyzing the Environment—Study Guide"

Market Analysis

With your understanding of the five marketing environments and how they can impact marketing strategies, you are ready to learn about some important concepts and tools that professional marketers use to help them determine the most advantageous strategies. Two specific tools you will use are Porter's Five Forces Model and SWOT Analysis.

This topic addresses the following competencies:

- **Competency 318.1.1: Environmental Variables**
  The graduate makes marketing decisions within the constraints imposed by variables within the marketing environment.

- **Competency 318.1.4: Marketing Strategies**
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

Analyzing Internal and External Factors

Focus on Section 2.3 (“Components of the Strategic Planning Process”) in Principles of Marketing and Business Communication.

Market Opportunity

Once an organization has a clear understanding of the marketing environment, it can begin considering its opportunities in terms of its target market and brand position. Before a target market can be selected, however, its different segments must be examined based on selected criteria. Then an organization can decide how to present itself in the mind of its chosen customer group, or establish its position.

Market Segmentation and Target Markets

Your study of market segmentation begins with the foundations of segmentation, including the reasoning and criteria for viable segments. From there you will learn about various methods of categorizing customer groups and selecting the most promising segments for targeting marketing efforts.

This topic addresses the following competency:
Competency 318.1.3: Market Opportunities
The graduate analyzes market information and marketing techniques in terms of how they impact market opportunities.

Market Segmenting and Targeting

Access Chapter 5 ("Market Segmenting, Targeting, and Positioning") in Principles of Marketing and Business Communication and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

After reading the chapter, you should watch the following video and answer the study questions.

- View the "Marketing Opportunities (STP)—Video."
- View the "Marketing Opportunities (STP)—Study Guide."

Positioning
Your study of positioning emphasizes the strategies that an organization can use to identify itself among competitors in the mind of its customers. If you think of any type of product, you are likely to know which are considered luxury items, which are the cheap versions, and which are the best value for the money. Your study will focus on some specific approaches to positioning that marketers can use.

This topic addresses the following competencies:

- Competency 318.1.3: Market Opportunities
  The graduate analyzes market information and marketing techniques in terms of how they impact market opportunities.

Positioning

Focus on Section 5.4 ("Positioning and Repositioning Offerings") in Principles of Marketing and Business Communication.

Consumer Behavior

Your study of customer behavior, for both consumers and business customers, begins with an introduction to various research methods that enable a firm to understand the needs and motivations of key market segments. You will learn about the factors that influence consumer choices. Then you will explore the consumer decision-making process and look at particular problem-solving processes that consumers often use.

Market Research
Your study of market research will examine the purposes of both primary and secondary research. In addition, you will learn more about primary research methods, which are a key component for understanding the desires of your customers and developing effective marketing strategies.
This topic addresses the following competencies:

- **Competency 318.1.2: Consumer Behavior and Marketing**
  The graduate can identify how consumer behavior affects marketing.

**Gathering and Using Information**

Access Chapter 10 ("Gathering and Using Information: Marketing Research and Market Intelligence") in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

After reading the chapter, you should watch the following video and answer the study questions.

- View the ["Consumer Behavior and Marketing Research—Video."]
- View the ["Consumer Behavior and Marketing Research—Study Guide."]

**Consumer and Business Customers**

Your study of customer types begins with an in-depth look at consumers. You are a consumer, and much of what you experience every day is consumer-oriented marketing. Advertisements, junk mail, even reviews on social media sites are all part of the consumer marketing efforts geared toward you. Businesses, which consume goods as well, are a different kind of buyer and have a distinctly different buying process. Understanding both is simply good business.

This topic addresses the following competencies:

- **Competency 318.1.2: Consumer Behavior and Marketing**
  The graduate can identify how consumer behavior affects marketing.

**Behavior of Consumer and Business Customers**

Access Chapter 3 ("Consumer Behavior: How People Make Buying Decisions") and Chapter 4 ("Business Buying Behavior") in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

**Marketing Mix**

The marketing mix consists of four elements: product, place (also known as distribution), promotion, and price. These are also known as the 4 Ps of Marketing. The study activities in this section will provide a strong foundation to these key components of marketing strategy. While there are many aspects to marketing fundamentals, the marketing mix is a major subject holding significant weight in your education as well as in the marketing profession.
Product Strategy
The marketing mix consists of four elements: product, place, promotion, and price. This section covers product, which focuses on the goods or services a company offers. Product strategies include aspects such as product variety, quality, design, features, brand name, and warranties.

This topic addresses the following competencies:

- **Competency 318.1.4: Marketing Strategies**
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.
- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

Product and Service Offerings

Access Chapter 6 (“Creating Offerings”) and Chapter 7 (“Developing and Managing Offerings”) in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

After reading the chapters, you should watch the following videos and answer the study questions.

- View the "Product Strategy—Video (Part 1 of 2)."
- View the "Product Strategy—Video (Part 2 of 2)."
- View the "Product Strategy—Study Guide."

Place (Distribution) Strategy
The marketing mix consists of four elements: product, place, promotion, and price. This section covers place, which focuses on the distribution or location of products and services and the means of connecting customers with the products and services. Place includes aspects such as distribution channels, coverage, locations, inventory, and transportation.

This topic addresses the following competencies:

- **Competency 318.1.4: Marketing Strategies**
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.
- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

Distribution Channels and Supply Chains

Access Chapter 8 (“Using Distribution Channels to Create Value for Customers”) and Chapter 9
("Using Supply Chains to Create Value for Customers") in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

After reading the chapters, you should watch the following video and answer the study questions.

- View the "Place/Distribution Strategy—Video."
- View the "Place/Distribution Strategy—Study Guide."

**Price Strategy**

The marketing mix consists of four elements: product, place, promotion, and price. This section covers price, which includes components such as discounts, allowances, payment period, and credit terms.

This topic addresses the following competencies:

- **Competency 318.1.4: Marketing Strategies**  
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

- **Competency 318.2.1: Communication Process**  
  The graduate correctly applies principles of effective communication in given business situations.

**Price: The Only Revenue Generator**

Access Chapter 15 ("Price: The Only Revenue Generator") in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

After reading the chapter, you should watch the following video and answer the study questions.

- View the "Price Strategy—Video."
- View the "Price Strategy—Study Guide."

**Promotion Strategy**

The marketing mix consists of four elements: product, place, promotion, and price. This section covers promotion, which primarily concerns itself with communicating value to customers. Promotion includes aspects such as sales promotions, advertising, direct selling, public relations, and direct marketing.

This topic addresses the following competencies:
Competency 318.1.4: Marketing Strategies
The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.

Competency 318.2.1: Communication Process
The graduate correctly applies principles of effective communication in given business situations.

Integrated Communication Mix

Access the following chapters in *Principles of Marketing and Business Communication*:

- Chapter 11 ("Advertising, Integrated Marketing Communication and the Changing Media Landscape"),
- Chapter 12 ("Public Relations and Sales Promotion"), and
- Chapter 13 ("Professional Selling").

Then, complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

After reading the chapters, you should watch the following video and answer the study questions.

- View the "Promotion Strategy—Video"
- View the "Promotion Strategy—Study Questions."

Ethical Considerations
Most of us have heard of deceptive advertising or "bait-and-switch" advertising. These are two unethical (and illegal) practices relate to promotion. When it comes to ethics and marketing, marketers must be careful with all aspects of the marketing mix to ensure both lawful and ethical standards are met. Ethical business practices make for better customer value and better business.

This topic addresses the following competencies:

- Competency 318.1.4: Marketing Strategies
  The graduate utilizes different components of each element of the marketing mix to develop marketing strategies.
- Competency 318.2.1: Communication Process
  The graduate correctly applies principles of effective communication in given business situations.

Creating Value through Ethics

Access Chapter 14 ("Customer Satisfaction, Loyalty, and Empowerment") in *Principles of Marketing and Business Communication* and complete the following activities:
Communication Processes

Almost everything people do communicates something. Even silence can convey more than words. Communication is not limited to the words that are spoken. It encompasses everything from tone and posture to the communication medium chosen. While there are many methods and messages that can be communicated, there are some basic foundational rules upon which communication functions. This section will cover those foundations plus a number of variables that affect and influence the effectiveness of communication.

Communication Processes
Your study of the communication process will begin with the basic foundation of communication, how it works, and its role in business.

This topic addresses the following competencies:

- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

Effective Business Communication

Access Chapter 17 ("Effective Business Communication") in Principles of Marketing and Business Communication and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

After reading the chapter, you should watch the following video and answer the study questions.

- View the "Communication Process—Video."
- View the "Communication Techniques and Process—Study Questions."

Communication Techniques

Especially in the current age where information is power, effective communication skills are more critical than ever before. In this section you will examine a variety of techniques that are needed for making oral presentations and working in cultural diverse situations.

Oral Communication Skills
Your study will focus on learning basic principles of oral communication, primarily with regard to business presentations. It will also teach you how effective listening and attention to nonverbal cues can enhance communication skills and team leadership. Then you will study how diversity of culture, language, and gender affect communication. You will also learn strategies to avoid misunderstandings when communicating with diverse cultures.
This topic addresses the following competencies:

- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

**Oral Presentations**

Access the following chapters in *Principles of Marketing and Business Communication*:

- Chapter 18 ("Understanding Your Audience")
- Chapter 20 ("Developing Business Presentations")
- Chapter 21 ("Nonverbal Delivery")
- Chapter 22 ("Organization and Outlines")

Then, complete the following activities:

- Read the chapters.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapters.

**Cross-Cultural Communication**

Your study in this section will focus on communicating in situations where there are cultural differences present. Cultural differences can include differing heritages, languages, nationalities, gender, and religion. You will also learn strategies to avoid misunderstandings when communicating with diverse cultures.

This topic addresses the following competencies:

- **Competency 318.2.1: Communication Process**
  The graduate correctly applies principles of effective communication in given business situations.

**Intercultural and International Business Communication**

Access Chapter 23 ("Intercultural and International Business Communication") in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

**Organizational Communication**

The art of crafting effective business messages can make all the difference in how efficiently and accurately work can be accomplished. While most people are adept at conversational communication, organizational communication has a set of standards that guide professionals in their efforts to convey important messages to coworkers, business partners, and customers. From a simple e-mail to complex multimedia presentations, whether conveying good news or
bad news, these writing guidelines and processes will enable professionals to use structure, language tools, and media choices to plan and execute messages to get the job done well.

**Business Messages**

Your study of organizational communication will start with a foundation of business messages. This topic includes uses for business communication, preparation of written messages and different communication media. When the different components are combined appropriately, business messages can be wonderfully effective and achieve remarkable results.

This topic addresses the following competencies:

- **Competency 318.2.3: Organizational Communication**
  The graduate determines appropriate uses for specified types of organizational communication.

**Writing Preparation**

Access [Chapter 19 ("Writing Preparation")] in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

**Organizational Communication**

Your study will develop your understanding of how communication in groups and teams is critical to effective leadership and organizational success. Your journey begins by examining groups and roles within teams. Then you will explore how communication supports problem solving and enhances business practices.

This topic addresses the following competencies:

- **Competency 318.2.3: Organizational Communication**
  The graduate determines appropriate uses for specified types of organizational communication.

**Group Communication, Teamwork, and Leadership**

Access [Chapter 24 ("Group Communication, Teamwork, and Leadership")] in *Principles of Marketing and Business Communication* and complete the following activities:

- Read the chapter.
- Complete the Review Questions at the end of each section.
- Complete the Discussion Questions at the end of the chapter.

After reading the chapter, you should watch the following video and answer the study questions.

- View the ["Organizational Communication—Video."]
- View the ["Organizational Communication—Study Questions."]
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.