Course Catalogue Description

Real world study of marketing problems. Emphasis on live marketing problem definition, situational analysis, identification and evaluation of alternative solutions, decision criteria, presentation of a “best” solution, and programmatic design to accomplish desired objectives.

Course Prerequisites: Marketing major, senior standing, and MKTG 301.

Course Learning Objectives and Assessment Methods

Upon completion of MKTG425, the successful student should be able to:

1. Understand the role and characteristics of an effective marketing consultant.
2. Be able to convince others of the importance of marketing planning.
3. Perform a business review/situational analysis.
4. Conduct and complete a SWOT analysis.
5. Evaluate the efficiency and effectiveness of current marketing strategies and tactics.
6. Design, write, and present a professional-level marketing plan.
7. “Sell” one’s marketing plan to a client in a manner that will insure the plan will be implemented.

Assessment of performance on these seven objectives will be accomplished by individual and group written assignments, in-class participation/discussion, an applied marketing planning project, and reflective journals.

Required Textbook: The Successful Marketing Plan, 3rd Edition by Roman G. Hiebing, Jr. and Scott W. Cooper. Note: This book will serve as your planning guide for the development of your group marketing plan. But, you are still expected to use other books or references for more insight or depth of knowledge on any particular topic you need to successfully complete your planning assignment.

Required Readings: Your instructor will provide other documents or readings that you will use during various phases of the course. These items will be found at the course’s Blackboard site.

PERFORMANCE MEASURES AND REWARDS

In general, this course is taught using a senior seminar or workshop format. There are no tests, exams, or quizzes. Instead, you will be rewarded for your ability to show both intellectual maturity and common sense traits in the development of a service product whose goal is to aid the marketing success of a local, small business client. This is a capstone course within which you are expected to demonstrate a mastery of using the knowledge you have gained in your prior college courses; primarily business and marketing. If you have forgotten any material from a previous course, you are expected to do whatever is necessary (e.g., re-read material, talk with others, etc.) to regain that knowledge.
Applied Marketing Planning Group Project: The purpose of this assignment is to provide you with hands-on experience in designing and executing a live-case marketing planning project. This is a group-based project containing ten unique steps that form five components: (1) Business Review & Problems and Opportunities, (2) Sales Objectives & Target Market(s) and Marketing Objectives, (3) Marketing Plan Strategies and Communications Goals, (4) Tactical Marketing Mix Tools, and (5) Marketing Budget, Payback Analysis, Calendar, Marketing Plan Execution and Evaluation.

A peer evaluation process will be employed for project components and used to determine the degree to which all group members deserve the same group grade on the planning project.

Individual Written Assignments: Three are given to assess and provide feedback on each student’s preparedness to work on the group planning project. The first assignment involves completing a take-home test to be returned on January 28. The second assignment is the submission of a current resume on January 30. The third assignment is a Marketing Background assessment for the Saxonville Sausage Case due February 4.

Individual Reflections on Applied Marketing Planning Project Learning: Each student will maintain a personal journal that will be used to record your learning experience resulting from the marketing planning project. There will be five entries tied directly to the applied project’s five major components. Each of the first four journal entries (electronic) is due on the class day following the component due date. However, the last entry is due no more than three days after your group presents its final plan to your client. Journal entries are to reflect course content learning as well as one’s experience in working with your group members and your client. More detail on this requirement will be given.

FINAL GRADE DETERMINATION

There is no point-based method for determining your final grade in this course. But, by far, most of your final grade is influenced by the timeliness and quality of your work on the marketing plan project. In order to pass this class (that is a C- or better) you must convince your instructor that you are capable of developing, writing, and presenting a high quality marketing plan. Grades given that are above this minimum passing level will be a function of how much you and your work, both individual and group, impresses the instructor. Favorable impressions will be a function of your ability to: (1) complete timely work, (2) work cooperatively with other students, (3) apply contemporary marketing knowledge and tools, (4) effectively communicate in both oral and written modes, and (5) display both a friendly and professional attitude and demeanor toward your classmates, your client, and your instructor.

There are some underlying presumptions about how all course assignments contribute to the evaluation of students’ performance in this course. They include:

- students are enrolled to accomplish the course objectives
- all students have the capability of accomplishing course objectives
- concepts and models covered in Principles of Marketing were learned and, therefore will be understood and properly employed as needed to develop marketing plans for live-clients served by this course
- students will rely on the instructor to fairly evaluate their contribution
- your instructor expects excellence, accepts good, criticizes OK, and fails anything less
- since this course serves off-campus, live-clients who may depend on class results for their future, “good” is the minimum acceptable quality for final marketing plan projects
- all assignments contribute to the quality of final projects; failure to complete assignments is a failure to complete the course
- not all student work may be good, some instructor input may be necessary for acceptable final results for delivery to the client
• this means some work may receive instructor requests for revision in order to become good or excellent final reports
• good questions asked of the instructor reflect professional growth
• questions that reveal a lack of review or poor understanding of previous courses will not be interpreted as good questions
• benchmark grades will be given on each specific assignment project components. These serve as quality indicators for the assignment and should be used by the student to improve the current and/or future assignments
• the quality of one’s work is determined by output measures (e.g., sound analysis and interpretation of marketing information) not input measures (e.g., hours spent on a task)
• final grades may be adjusted due to the instructor’s perceptions of individual student contribution to the group marketing plan project

COURSE POLICIES AND GENERAL EXPECTATIONS

Class Attendance

While there is no formal attendance policy for this class, student group work necessitates that you be available to meet with group members and interact with your instructor during the time period this class is scheduled. If your instructor believes you have missed too many classes to effectively meet the course’s learning objectives, then the final grade earned will reflect this behavior.

Writing Standards

Writing is an integral part of all of our disciplines, and especially ours. Developing an effective style of writing to convey your thoughts and ideas is one of the most important skills you should attain in college. The writing of effective marketing plans is very important for managers overseeing the plan as well as those working to implement it.

The COBE Writing Styles Guide (WSG) will be the writing standard we use in this class. The WSG lays out a set of basic writing standards that will be used across all courses in the College of Business and Economics (COBE). These standards are a subset of rules about good writing taught in English and Communications courses. This subset emphasizes professional communications in the workplace.

You are responsible for downloading and relying on your own copy of the COBE Writing Styles Guide. A downloadable version of the WSG can be found a) as a link on the COBE web page; or b) on the Internet at http://cobe.boisestate.edu/COBEwritingguide/

You will need to properly cite any references you use in your marketing plan—typically in the situational analysis phase. If you are not familiar with APA citation style, you will need to consult that part of the WSG.

Failure to maintain strong writing standards in this class will result in a loss of credit on any given assignment. The amount of credit loss will be a function of the severity of the errors and whether or not they appear to be chronic. In extreme cases, an entire rewrite of an assignment may be required.
## Tentative Schedule of Events and Assignments

<table>
<thead>
<tr>
<th>Week of*</th>
<th>Events/Assignments Due</th>
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<tbody>
<tr>
<td>Jan 21</td>
<td>Course Introduction Jan 23</td>
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| Jan 28   | Take home exam due and discussed  
Form consultation groups  
Resume due Jan 30  
Review of marketing planning steps & the business consultation process |
| Feb 4    | Saxonville Sausage Case Marketing Background (Steps #1 & 2) due Feb 4  
Preparation for field visit with client-including meeting agenda  
Group presentations on agenda/goals for first client meeting on Feb 6 |
| Feb 11   | First (field) visit with client (Class time period can be used for this if needed.) |
| Feb 18   | First (field) visit meeting summary & follow-up action plan due (on Feb 18) |
| Mar 3    | Steps #1 & 2 Business Review & Problems and Opportunities component due (note: some modification of this step to include an ending summary SWOT) |
| Mar 10   | Steps #3 & 4 Sales Objectives & Target Market(s) and Marketing Objectives component due |
| Mar 17   | Steps #5 & 6 Marketing Plan Strategies & Communications Goals component due |
| April 14 | Step #7 Tactical Marketing Mix Tools component due |
| April 21 | Steps #8-10 Marketing Budget, Payback Analysis, Calendar, Marketing Plan Execution and Evaluation component due |
| May 5    | Final plans due and presentations made to clients |

*Bi-weekly group activity reports are to be made beginning March 3. These reports are to include information on what the group accomplished in the previous two weeks, the time spent doing so (cumulative group time), who did what, and what the group hopes to accomplish in the coming week. Each report submitted will be cumulative in that it will include all information submitted in earlier reports. Reports are to be prepared using a spreadsheet with appropriate column (e.g., what happened, who did what, future group plans, time spent) and row headings (e.g., date). The reports should be kept as brief or succinct as possible and do not require the use of full sentences.

### Notes on Written Assignments

- All assignments are to be typed/word processed and submitted as a Microsoft Office document.

- Electronic copies of all assignments are to be submitted by email to the instructor prior to the beginning of the class period on the day they are due.

- Hard copies of all assignments are to be given to the instructor at the beginning of the class period on the day they are due. On occasions, you may be asked to hold on to your hardcopy until the end of the class period so that you may reference your work during class discussion.

- No late individual assignments will be accepted. Late group assignments will lose one letter grade of credit per 24 hour period they are late. However, the last assignment (due May 5) will not be accepted late.