
MKTG 124: Marketing Essentials *(formerly MKTG 218: Marketing for Managers)*

Length: 14 hours

Marketing strategies are the same regardless of whether a company sells a good or service. Learn the basics of the marketing process and marketing mix, as well as how to develop an effective marketing plan.

Module 1: Introduction to Marketing

- Explain what marketing is and how it contributes to business success.
- Describe the similarities and differences between products and services.
- Describe the four utilities and explain their role in the marketing process.

Module 2: Ready, Set, Go!

- Describe the steps in the marketing process.
- Develop an idea for a new product or service.
- Explain how people make consumer buying decisions.
- Segment the market for a product or a service.
- Develop a positioning strategy and write a position statement for product or a service.

Module 3: The Marketing Mix

- Develop a product strategy.
- Develop a promotion strategy.
- Develop a distribution strategy.
- Develop a pricing strategy.
- Identify and overcome some of the special problems that arise in services marketing.

Module 4: Creating and Implementing a Marketing Plan

- Write a basic marketing plan.
- Implement a marketing plan and measure its success.
- Respond to problems that arise during the implementation phase of a marketing plan.
- Evaluate other marketing opportunities that may arise from time to time.

Module 5: Building your Own Marketing Plan

- Propose an idea for a new product or service.
- Identify a target market for your new product or service.
- Develop a positioning strategy and a position statement for your product or service.
- Develop a set of marketing objectives.
- Design a product strategy.
- Design a promotion strategy.
- Design a distribution strategy.
- Design a pricing strategy.
- Identify potential difficulties you could encounter in implementing your marketing plan and make contingency plans for handling these problems.
- Prepare a presentation of your marketing plan.