



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MBA 525: Applied Marketing**

3 Credits
Effective: Fall 2021

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course is designed for students to focus on marketing strategies and the associated processes that drive an organization's marketing department. Applied marketing is a business function that identifies current unfilled needs and wants, defines and measures their magnitude, determines which target markets the organization can best serve, and decides on appropriate products, services, and programs to serve these markets. The purpose of this course is to focus on marketing strategies and the processes that are associated with it including the development of a full marketing plan.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage ("Find Your Reading List" button).

Note: Required resources that must be purchased by the student are tagged "Purchase from a vendor of your choosing." Required resources with a direct link, "Available through CityU Library", are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Critical thinking and information literacy

COURSE OUTCOMES

In this course, learners:

- Assess key performance indicators metrics and cost estimates
- Analyze the macro and micro environment in relation to a business opportunity including a target analysis
- Design a succinct presentation style and content to support a marketing plan
- Construct revenue projections
- Demonstrate the ability to reach established goals by creating strategies with research evidence for each of the marketing mix variables.
- Conduct an analysis to identify strengths, weaknesses, opportunities and threats using a comprehensive market and competitive analysis

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Communications Methods
- Effective Presentations
- Positioning and Strategy Development
- Situation Analysis

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Situation Analysis	20%
Positioning and Strategies	20%
Integrated Communications and Measures Plan	20%
Final Marketing Plan Presentation	25%
Instructor Determined Assignments (Including Participation/Discussion Posts)	15%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

Check Blackboard grading rubrics that will provide more detail as to how this assignment will be graded.

Situation Analysis

Students complete three assignments that contribute to development of the fourth and final assignment, the completed marketing plan presentation. Students should use the same business throughout the course (unless approved by the instructor). The Situation Analysis for the assigned company is the first component of the marketing plan that students will develop. They will gain an understanding of the chosen business' current situation by reviewing the business's category, customer, competitors, and the company. The Situation Analysis will use tools such as the PEST and SWOT analysis. The situation analysis should approximately 5 pages plus supporting spreadsheets and graphs. The references and paper should be written in APA style.

Situation Analysis: Students will address the 4 Cs of the marketing environment, company, customer, competitors, and climate/category including:

- Socio-cultural factors
- Technology
- Economic factors
- Political-legal factors
- Location-geography
- Company culture and objectives

- Competitors: both direct and indirect
- Market demographics
- Market size-how large is the market the company currently targets or plans to target? It is best to be very specific with a market niche citing credible sources.
- Market scope-what characteristics of the market will be targeted and which target groups will not be targeted.
- Market readiness-how ready are the customers for the product or the category of products?

<i>Components</i>	<i>% of Grade</i>
Style and Mechanics	10%
PEST Analysis	20%
SWOT Analysis	15%
Competitive Analysis	15%
Market Demographics, Size, Scope and Readiness	20%
Company objectives and culture	10%
References	10%
TOTAL	100%

Positioning and Strategies

Using the situation analysis research, the students will develop the positioning and the strategies for their business. Positioning involves what the company does, who is the target, what makes the company/product different, and why is that important to the prospective customers. Strategies in all aspects of the marketing mix will be determined using the situation analysis research as rationale for the strategies.

Positioning and Strategies: Students will address the factors of the marketing mix in their strategies and develop a clear positioning for the product. While the assignment will be delivered in a document from a supplied template the paper should be written using APA style. The assignment will include:

- Target Profile (demographics and psychographics) - identifying who the target customer is and isn't.
- Concept of differentiation
- Understanding of the 4-7P's of marketing strategy (and S.T.O.P.). Marketing is more than promotion.

<i>Components</i>	<i>% of Grade</i>
Depth and Reasoning of Positioning and Strategies	35%
Assumptions, analysis, and rationale supported by market research	25%
Strategies cover all marketing mix factors	25%
Writing Mechanics	5%
References	10%
TOTAL	100%

Integrated Communications and Measures Plan

The Integrated Communications and Measures Plan is the fourth component of the marketing plan that students will develop. The Integrated Communications Plan will assess all aspects of advertising, sales promotion, public relations, events/experiences, direct marketing, engagement and word of mouth marketing, direct sales, and weigh all of these components' importance and the potential impact they will have on a customer relationship management processes and revenue projections. The student will use this plan to develop the key performance indicators (KPI) to evaluate success. A rough estimated budget will be created to aid in the understanding of how the budget and revenue are integrated into KPI such as Return on Investment. The summary analysis document will be no more than 5 pages with supporting

budget, KPI, and revenue projections. The paper should be written in APA style.

Integrated Communications and Measures Plan: Students will develop and identify:

- Push and Pull Strategies
- Messaging
- Communication Channels
- Costs
- Key Performance Indicators to assess success
- Projected revenue and rationale for that projection

<i>Components</i>	<i>% of Grade</i>
Style and Mechanics	10%
Push and Pull Strategies	10%
Messaging	10%
Communication Channels	10%
Costs	15%
Key Performance Indicators to assess success	15%
Projected revenue and rationale for that projection	20%
References	10%
TOTAL	100%

Final Marketing Plan Presentation

The primary assignment in MBA525 is the development of a marketing plan. The presentation is the fourth and final component of the marketing plan that students will develop. Marketing Plan: Students will complete and present the marketing plan integrating the previous three components and adding the following components to complete the plan based on their awareness and understanding of the process.

Marketing Plan: Students will now need to convert that information into a 12 to 20 slide presentation integrating the previous four components and adding the following components (listed below) to complete the marketing plan based on their awareness and understanding of the process. The presentation will succinctly and persuasively present the plan as if the plan was to be approved by management or investors. The presentation slides should be concise *with the proper backup in the notes sections*.

Additional components include:

- Risks - (for example: risk identification, analysis of probability and impact, response strategy development)
- Goals and Objectives
- Growth and expansion (this could include potential, desired, expected, etc.)
- Auditing – Note: the main focus of the Marketing Plan Audit is to determine how well the plan is working and if (and where) revisions need to be made along the way.

<i>Components</i>	<i>% of Grade</i>
Situation analysis, positioning, strategies and communications plan	10%
Risk identification	10%
Work Breakdown schedule	10%
Goals, objectives, growth, and expansion	10%
Audit plans	10%
Content	10%
Presentation	30%
References	10%
TOTAL	100%

Instructor Determined Assignments (Including Participation)

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	30%
Timeliness	20%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including

more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request a user name and password.