



## COURSE OUTLINE: MKT402 - INDUSTRY MKTG PLAN

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Approved: Martha Irwin, Dean, Business and Information Technology

<b>Course Code: Title</b>	MKT402: INDUSTRY MARKETING PLAN
<b>Program Number: Name</b>	2057: BUSINESS - MARKETING
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2024-2025
<b>Course Description:</b>	In this course, students will apply gained knowledge to create an industry marketing plan. Students will select a product or service and a new market opportunity as a basis of course work. Students will build a marketing plan with an implementation plan and financial analysis that supports the viability of the plan.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2057 - BUSINESS - MARKETING</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 1 contribute to the development of a marketing* plan that will meet the needs or goals of a business or organization
	VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target
	VLO 3 contribute to the development of new and/or modified marketing concepts, products*, goods, and/or services that respond to market needs
	VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
	VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service
	VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets
	VLO 7 participate in conducting market research to provide information needed to make marketing decisions
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.



- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.  
 EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.  
 EES 10 Manage the use of time and other resources to complete projects.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

- A+ = 90-100%  
 A = 80-89%  
 B = 70-79%  
 C = 60-69%  
 D = 50-59%  
 F < 50%

Students are expected to be present to write all tests in class. If a student is unable to write a test due to illness or a legitimate emergency, that student must contact the professor prior to class and provide reasoning, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test. The late student must see the professor at the end of the class time and provide a suitable explanation.

Students caught cheating during a test will receive an automatic zero.

In order to qualify to write the missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for their absence.
- c) been granted permission by the professor.

**Course Outcomes and Learning Objectives:**

Course Outcome 1	Learning Objectives for Course Outcome 1
Conduct Market Research and Analysis	1.1 Evaluate primary and secondary market research methods to gather necessary data about the industry, competition, and target customer segments. 1.2 Analyze market data to identify trends, challenges, and opportunities within the industry. 1.3 Apply analytical tools to segment the market and assess the potential of different segments.
Course Outcome 2	Learning Objectives for Course Outcome 2
Develop Strategic Marketing Objectives	2.1 Formulate specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives based on the company's overall strategy. 2.2 Align marketing objectives with the identified new market opportunities and overall business goals. 2.3 Evaluate the feasibility and potential impact of proposed marketing objectives.
Course Outcome 3	Learning Objectives for Course Outcome 3



	Create a Branding and Positioning Strategy	3.1 Define the brand's value proposition and unique selling propositions to differentiate from competitors. 3.2 Develop positioning statements and messaging strategies that resonate with target customer segments. 3.3 Design a brand identity, including visual elements and tone, that aligns with the positioning strategy. 3.4 Assess and refine branding strategies based on feedback.
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	Create a Marketing Mix Strategy	4.1 Develop product strategies that meet the needs of the target market while aligning with the brand's positioning. 4.2 Create comprehensive pricing strategies that consider cost, demand, competition, and profitability. 4.3 Propose promotional strategies to effectively communicate the product's value to the target audience. 4.4 Plan distribution strategies that ensure product availability where and when it is needed by the target market.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	Financial Analysis and Budgeting	6.1 Prepare a detailed budget that aligns with the marketing strategies and objectives. 6.2 Conduct break-even and profitability analyses to verify the financial viability of the marketing plan. 6.3 Develop financial forecasts and scenarios to understand the potential financial outcomes of the marketing plan. 6.4 Assess and adjust the marketing budget based on relevant key performance indicators and metrics.
	<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
	Compile and Present a Comprehensive Marketing Plan	6.1 Prepare a comprehensive submission of a marketing plan. 6.2 Present your findings using visual aids (ie. Canva, PowerPoint etc.) to a panel of professors and peers 6.3 Respond to questions and critical feedback based on your marketing plan and presentation.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments	40%
Presentations / Discussions / Quizzes	30%
Test #1	15%
Test #2	15%

**Date:**

June 22, 2024

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.

