

BA241 Principles of Marketing

Lesson Plan I

Course Overview | Introduction to Marketing Concepts

Course Outcomes:

- Examine the basic marketing models for business or organizations

Instructional methods:

- Lecture/Discussion
- Student Q & A
- Team problem solving

Course Outline

Introductions

Description: Ask students to tell the class about something they recently purchased and the process that went into making that purchase decision. Using information from class introductions, transition into a short discussion of the challenges of marketing.

45 minutes

Syllabus review | eCompanion Introduction | Research papers

Description: Lecture with opportunity for student questions. Cover key elements of syllabus, introduce eCompanion, and cover research papers. Review research paper examples and rubrics. Discuss the difference between business and academic writing. Allow students to view previous marketing plans.

45 minutes

Basic Terminology & Introduction to customer relationships

Description: Through class lecture and discussion, introduce the topic of marketing, key terminology, basic concepts and the five basic managerial marketing concepts

30 minutes

Marketing management concept activity

Description: Explain the five marketing management concepts and allow students to form teams. The teams will classify a list of companies into primary marketing management concept and prepare to defend their choices.

30 minutes

Homework Assigned

- Essay 1, due week 2
- Quiz - online before class week 2
- Reading - Syllabus, chapter 1

15 minutes

eCompanion Sources Required

- ✓ extended lecture notes
- ✓ assignment instructions
- ✓ quiz

Notes: quiz set up for availability next week on Tuesday and Wednesday

Class Resources Required

- ✓ Syllabus
- ✓ Team exercise handout
- ✓ Marketing plan/s from previous classes

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Extended Notes:

Special Instructions

Classify Companies by their primary management concept.

Instructions: In a team of 3 or 4 students, discuss and identify the following businesses by its primary marketing management concept as discussed in class (production, product, selling, marketing or societal)

- Metropolitan Life Insurance Company
- Crest
- Starbucks
- BMW
- Whole Foods
- Adobe
- Nike
- Pfizer
- Walt Disney
- Wal-Mart

In-Class Exercise

Student Names:

The Marketing Environment | Marketing Audits and Plans

Outcomes:

- Examine the basic marketing models for business or organizations and identify
- Describe effective marketing assessment and planning techniques and apply them to current business implementation

Instructional methods:

- ✓ In-class Activity
- ✓ Lecture
- ✓ Discussion

Class Outline

Guest Speaker, Library Resource Manager

Description: Guest speaker introduces students to research resources and research techniques required to be successful in this class.

45 minutes

Review

Description: Review highlights of topics covered last week, including challenges of marketing, developing customer relationships and marketing management concepts

15 minutes

The Marketing Concepts

Description: Introduce the importance of concepts such as Customer Lifetime Value, BCG Matrix, Market oriented mission statements, the product/market expansion grid

30 minutes

The Marketing Environments/SWOT analysis

Description: Explain the various environments that effect a company marketing strategy using a familiar company such as Whole Foods. Explain the concept of a SWOT analysis. In teams have students conduct a SWOT analysis brainstorming activity for a familiar company such as Whole Foods.

30 minutes

The Marketing Mix

Description: Introduce the marketing mix. Explain the differences between the 4 P's and 4 C's. Use a familiar company for a class discussion of the marketing mix

30 minutes

Homework Introduced

Description: Discuss the difference between a marketing audit and a marketing plan. Cover the requirements of the marketing audit assignment

15 minutes

eCompanion Resources Required:

Classroom Resources Required:

- ✓ Midterm assignment details

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Lesson Plan 2

Extended Notes:

Special Instructions