



Western Technical College

10104117 Integrated Marketing Campaign

Course Outcome Summary

Course Information

Description	This capstone class brings together the concept you learned in your previous marketing courses allowing you to evaluate the status of a business's marketing and create a digital marketing strategy document to achieve organizational goals.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Experiential Learning

1. Community Based Learning Project

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.
3. Integrate tools and technology for digital marketing initiatives.
4. Analyze the effectiveness of marketing outcomes.

Course Competencies

1. **Identify current position of firm within the internal and external environment.**

Assessment Strategies

- 1.1. Case Study
- 1.2. Report

Criteria

You will know you are successful when:

- 1.1. you identify the firm's unique selling proposition relative to the competition
- 1.2. you identify all the external environment factors that affect the firm
- 1.3. you develop a company mission, objectives and strategies in a classroom exercise and as part of a marketing plan developed as part of a team assignment.
- 1.4. you discuss corporate strategy implications of the marketing process in case analysis activities in the classroom.

Learning Objectives

- 1.a. Identify firm's unique selling proposition.
- 1.b. Determine firm's position in the market place
- 1.c. Identify all external environment factors
- 1.d. Correlate external environment to firm's unique selling proposition
- 1.e. Describe the process of formulating a marketing strategy as part of overall development of a business strategy.
- 1.f. Describe the process of implementing marketing strategy as part of the overall development of a business strategy.

2. Perform a S.W.O.T analysis.

Assessment Strategies

- 2.1. Case Study
- 2.2. Report

Criteria

You will know you are successful when:

- 2.1. you outline tools available to assess business and marketing information in group discussion and presentations to the class.
- 2.2. you develop a marketing plan and complete the marketing simulation.
- 2.3. you select and use appropriate quantitative and qualitative tools to conduct internal, external, market and competitive analysis.
- 2.4. you complete a SWOT analysis in a class exercise and in marketing plan development.

Learning Objectives

- 2.a. Select and use appropriate tools to assess business and marketing information.
- 2.b. Conduct a S.W.O.T analysis of an identified firm
- 2.c. Select and use appropriate quantitative and qualitative tools to conduct internal, external, market, and competitive analysis.
- 2.d. Explain how the SWOT analysis is used in the formulation of business strategies that support the company mission.

3. Create marketing objective(s) relative to current marketing situation and client desires.

Assessment Strategies

- 3.1. Case Study
- 3.2. Report

Criteria

You will know you are successful when:

- 3.1. you develop a strategic plan based on the marketing concept and the impact on a marketing plan relative to written marketing objectives.
- 3.2. you identify marketing strategies, their advantages and disadvantages through written case analysis and classroom discussion.

Learning Objectives

- 3.a. Determine the relationship between the marketing concept and the strategic planning process.
- 3.b. Identify relative advantages and disadvantages of market entry strategies, growth market strategies, mature and declining market strategies.
- 3.c. Identify strategies from new economy, technology and global markets.
- 3.d. Use data from SWOT analysis to develop marketing objectives
- 3.e. Listen to client wants and needs relative to marketing objectives

4. Develop digital marketing strategies to fulfill the marketing objectives.

Assessment Strategies

- 4.1. Case Study
- 4.2. Report

Criteria

You will know you are successful when:

- 4.1. you create project management flow charts and tools to determine tasks.
- 4.2. you analyze markets for growth through classroom discussions, case study analysis and completion of marketing plan section regarding STP process
- 4.3. you identify appropriate bases for segmentation and recommend an appropriate targeting strategy in class room exercise, development of marketing plan.
- 4.4. you develop a specific marketing strategies for each marketing objective

Learning Objectives

- 4.a. Select marketing mix options to fulfill written marketing objectives
- 4.b. Analyze markets for growth and opportunity.
- 4.c. Identify market segments to be targeted based on business and market analysis.
- 4.d. Explain differentiation and positioning in strategy development.
- 4.e. Apply successful differentiation, positioning, growth, diversification and address global marketing strategies in case study situations.

5. Implement digital marketing strategies to fulfill the marketing objectives.

Assessment Strategies

- 5.1. Report

Criteria

You will know you are successful when:

- 5.1. you identify product strategies.
- 5.2. you physically implement strategic plans in the market place
- 5.3. you assess effectiveness during weekly management meetings.
- 5.4. you track level of implementation at the task level and report out during weekly management meetings.

Learning Objectives

- 5.a. Recommend or alter product pricing, distribution or promotion strategies.
- 5.b. Measure value of products in product portfolio.
- 5.c. Recommend product alterations and enhancements to help products maintain appropriate revenue stream.
- 5.d. Identify new product opportunities.
- 5.e. Act on strategies to fulfill marketing objectives

6. Monitor, evaluate, and update tactics to reach marketing objectives.

Assessment Strategies

- 6.1. Report

Criteria

You will know you are successful when

- 6.1. you select the metrics.
- 6.2. you monitor the performance based on metrics.
- 6.3. you evaluate the performance from base line to goal.
- 6.4. you adjust the tactics based on performance goals.

Learning Objectives

- 6.a. Identify metrics for measurement.
- 6.b. Monitor metrics for performance.
- 6.c. Adjust tactics selected to improve performance.
- 6.d. Repeat the cycle.

7. Present findings, strategies, and outcomes to client.

Assessment Strategies

- 7.1. Oral Presentation
- 7.2. Report

Criteria

You will know you are successful when:

- 7.1. you create marketing deliverables for local client.
- 7.2. you implement marketing strategies for local client.
- 7.3. you present findings to local business.

Learning Objectives

- 7.a. Use research and knowledge to solve business marketing related problems
- 7.b. Present data in a professional setting
- 7.c. Work with area business client to determine wants and needs
- 7.d. Create deliverables to fulfill client needs
- 7.e. Work as a team to accomplish stated objectives