

Western Technical College

10104201 Marketing - Competitive Analysis

Course Outcome Summary

Course Information

Description	Students compare their service or offering with their competitors and determine a competitive market position.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1. Identify your direct and indirect competition.

Assessment Strategies

1.1. Product - SWOT Analysis

Criteria

You will know you are successful when:

- 1.1. learner provides definition for direct competitors
- 1.2. learner provides definition for indirect competitors
- 1.3. learner provides summary of the main differences of a direct versus indirect competitor
- 1.4. learner provides a minimum of 2 direct competitors.
- 1.5. learner provides a minimum of 2 indirect competitors.
- 1.6. learner includes 4 strengths of your proposed business concept and two strengths for one competitor.
- 1.7. learner includes 4 weaknesses of your proposed business concept and two weaknesses of one competitor.
- 1.8. learner includes 4 opportunities of your proposed business concept and two opportunities of one competitor.
- 1.9. learner includes 4 threats of your proposed business concept and two threats of one competitor.
- 1.10. learner uses a SWOT template to display information.

Learning Objectives

- 1.a. Identify direct competitors.
- 1.b. Identify indirect competitors.
- 1.c. Identify internal components of SWOT (strengths/weaknesses) for your proposed business concept.
- 1.d. Identify external components of SWOT (opportunities/threats) for your proposed business concept.

2. Determine competitive advantage.

Assessment Strategies

2.1. Written Product - Summary

Criteria

You will know you are successful when:

- 2.1. learner identifies competitive advantage (i.e., variety, price, quality).
- 2.2. learner identifies how they will take advantage of their strengths and opportunities.
- 2.3. learner describes how they will accommodate weaknesses and threats.
- 2.4. learner's summary identifies what their competitive advantage is compared to one major competitor.
- 2.5. learner's develops a position map(s) based on their strengths/advantages.
- 2.6. learner lists the position attributes.
- 2.7. learner's position map identifies where their proposed business concept falls (i.e., price, quality, etc.).
- 2.8. learner compares their position attributes to competitors.
- 2.9. learner incorporates information from SWOT and position map(s) to develop their unique selling proposition (USP)/
- 2.10. learner's summary is free from spelling and grammar errors.

Learning Objectives

- 2.a. Identify competitive advantages.
- 2.b. Use position map.
- 2.c. Analyze position map
- 2.d. Develop USP (unique selling proposition for market position).