

Western Technical College

## 10104202 Marketing - Customer Growth & Expansion

### Course Outcome Summary

#### Course Information

<b>Description</b>	After exploring traditional and emerging customer growth tools, students will create a customer engagement strategy.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Evaluate traditional and emerging customer growth tools.

###### Assessment Strategies

1.1. Product

###### Criteria

*You will know you are successful when*

- 1.1. you list three types of traditional customer growth tools.
- 1.2. you list three types of emerging customer growth tools.
- 1.3. you show which customer is most likely to be influenced by traditional customer growth tools.
- 1.4. you show which customer is most likely to be influenced by emerging customer growth tools.
- 1.5. you use visuals to convey the information regarding the traditional and emerging customer growth tools.
- 1.6. your finished product evidences correct grammar, punctuation, and spelling.
- 1.7. your sources of information is properly cited in the product.
- 1.8. you include works cited page.

###### Learning Objectives

- 1.a. Examine traditional marketing tools.
- 1.b. Determine what are emerging marketing tools.
- 1.c. Recommend which type of tool(s) meets the target market for proposed business concept.

##### 2. Align market growth tools to target market.

###### Assessment Strategies

2.1. Written Product

## Criteria

*You will know you are successful when*

- 2.1. you list the pros and cons of three potential customer growth tools for identified market.
- 2.2. you use secondary data to support their choice of customer growth tools for identified market.
- 2.3. you summarize how the choice of customer growth tools align with their identified market.
- 2.4. you support choices of the three potential customer growth tools with outside research.
- 2.5. your source information is properly cited in the product.
- 2.6. you include works cited page.

## Learning Objectives

- 2.a. Identify target market for proposed business concept.
- 2.b. Determine which market growth tool meets the needs of target market.

## 3. Develop strategy to engage customer.

### Assessment Strategies

- 3.1. Written Product

## Criteria

*You will know you are successful when*

- 3.1. you identify whom they are targeting.
- 3.2. you choose two customer growth tools for their target market.
- 3.3. you identify potential market growth of one of the customer growth tools for their target market.
- 3.4. you indicate how they will communicate/connect using the customer growth tool.
- 3.5. you include two activities using the customer growth tool that will assist with building a relationship.
- 3.6. you include two activities using the customer growth tool which engage the targeted customer.
- 3.7. you support your choice with outside research.
- 3.8. you properly cite source information in the product.
- 3.9. you include a works cited page.

## Learning Objectives

- 3.a. Analyze how target market communicates.
- 3.b. Formulate a plan to communicate and engage target market.