MKTG 302

Instructor: John M. McGrath, Ph.D.
Office: 330 J.C. Long Building
Hours: M-F 10:00-11:00 a.m. (plus, anytime by appointment)
Office phone: (843) 953-6565
e-mail: mcgrathjm@cofc.edu

Class times/locations: MWF 12 (10465): ECTR 101
MWF 1 (10810): LONG 220
MWF 2 (11819): ECTR 101

Course Description
This course develops an appreciation for the complexities of establishing and implementing marketing strategies. Areas of study include consumer behavior, product/service mixes, branding and packaging, channels of distribution, pricing, advertising and salesmanship.

Learning Objectives
1) To gain conceptual knowledge (terminology and methodology) of the marketing research environment and be able to integrate insights appropriately into meaningful analyses including 3C’s, SWOT, Business Portfolio, and Diversification Analyses.
2) To develop marketing strategic planning critical thinking skills and core competencies as demonstrated by the student’s development of segmentation, targeting, and positioning plan proposals based on marketing research insights.
3) To introduce students to the considerations and strategies employed in the design of the strategic plan’s marketing mix variables (Product, Price, Place, and Promotion). Students will apply those theories in the development of their own strategic recommendations for exams, individual case write-ups, and a group project including proposals for product development, pricing strategy, place (distribution) and channel selection, and promotion strategies.
4) To develop critical thinking skills for big picture marketing decisions assessed using discussion board posts, individual case write-ups, short essay exams, and group projects including but not limited to:
   a) an understanding of the marketing environment and trends in global business
   b) an understanding of the marketing plan as it relates to Strategic Marketing Goals
   c) an understanding of the decisions and implications involved in developing a marketing plan based on market research
   d) an ability to apply theoretical insights to the design of marketing mix variables to effectively carry out the marketing strategic plan
5) To gain an understanding and appreciation of the ethics and social responsibility of focusing on consumer’s long-term welfare (The Societal Marketing Concept and Value System).

Organization and Format
This course is structured around the 4 Ps of Marketing: product, price, place, and promotion. Each of these topics will be covered in detail, and each will be the subject of an experiential assignment. You will also work together with a team of your peers to develop a final project that integrates all 4 Ps for a real world brand. The format of most class sessions will be a mix of lectures, student experiential assignment presentations, and student discussion. Heavy emphasis will be on the “real world” applications of the material covered in the text and discussed in class.

Prerequisites: Junior status (30 credits) and ECON 200

Required for Each Student:
Marketing: The Core
9th Edition (2022)
ISBN13: 9781260729184
COURSE GRADING POLICY

Your grade will be based upon the same two basic criteria used to evaluate performance in the Marketing profession: individual analytical skill and teamwork.

Individual skill accounts for 75% of your final grade. It will be evaluated by your performance on 5 experiential learning analysis (ELA) projects that you will post to the course’s online discussion board. These posts will be rated on a 1-9 rating rubric (see later in this syllabus and on the OAKS course page) by the instructor. You will also be required to contribute to the course’s online discussion board, and again, your contributions will be rated on a 1-3 rating rubric by the instructor (also later in this syllabus and on the OAKS course page). An additional 15 individual points will be allocated to an exercise due near the end of the semester called “Marketing Yourself,” in which you will apply concepts learned in the course and at a private session with the Student Success Center to promote yourself to potential employers (see attached checklist). Teamwork skill accounts for the remaining 25% of your grade. It will be evaluated by your performance in working with a small group of other students to develop and present the team project, a Marketing Situation Analysis addressing any real world brand of your choice (subject to instructor approval). Specifics of this assignment include:

- Your group submits a 10 page written report the last week of class (text over 10 pages will not be graded).
- Your group presents your report during the final exam session to both the class and the instructor.
- The project accounts for 25 possible points using two evaluation tools:
  1) Your team’s presentation will be graded by the instructor on a 1-10 scale: the report on a 1-10 scale
  2) To ensure each member of your team contributes their “fair share” to the project, team members will be given a secret ballot to judge your performance; if they feel you contributed your share, you will receive all the points the team receives, up to 25 possible points; if, however, a majority of your teammates feel you did not contribute your share; you will receive 0 points for the project.

The instructor accepts this secret team vote as the final decision on this aspect of your grade.

You earn only the points you deserve with **absolutely no make-up projects**. Here is a recap of the system:

<table>
<thead>
<tr>
<th>Evaluated Projects</th>
<th>Possible Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Experiential learning analyses (ELA)</td>
<td>9 points each x 5 = 45</td>
</tr>
<tr>
<td>2) Discussion board participation</td>
<td>3 points each x 5 = 15</td>
</tr>
<tr>
<td>3) Marketing Yourself</td>
<td>15 points = 15</td>
</tr>
</tbody>
</table>

**Individual subtotal** 75

4) Team Final Project
   a) 10 page written report
   b) Presentation

**Team subtotal** 25

**Grand Total** 100

**Grade Scale**

To determine your final letter grade for the course, simply add up the points you earn from the above projects and compare them with the grade scale below:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>98-100</td>
</tr>
<tr>
<td>A</td>
<td>92-97</td>
</tr>
<tr>
<td>A-</td>
<td>90-91</td>
</tr>
<tr>
<td>B+</td>
<td>88-89</td>
</tr>
<tr>
<td>B</td>
<td>82-87</td>
</tr>
<tr>
<td>B-</td>
<td>80-81</td>
</tr>
<tr>
<td>C+</td>
<td>78-79</td>
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<tr>
<td>C</td>
<td>72-77</td>
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<tr>
<td>C-</td>
<td>70-71</td>
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<tr>
<td>D+</td>
<td>68-69</td>
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<tr>
<td>D</td>
<td>62-67</td>
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<tr>
<td>D-</td>
<td>60-61</td>
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<td>F</td>
<td>0-59</td>
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</tbody>
</table>

**Extra Credit**

Extra credit opportunities are not built into the grading of this course. Your primary focus should be on earning the best possible grade on each assignment. As in the real world, students will be rewarded for “doing it right the first time.”

**Study Assistance**

If you require any assistance on the written assignment required in this course, please contact the College Skills Writing Lab and Speaking/Presentation Lab located in the in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/.
**STUDENT EXPECTATIONS**

You should expect that you will know what the 4 Ps of Marketing are, specifically:
- How a product is defined, developed, and marketed, including how to “position” a brand
- How products are distributed, including an examination of retailers and wholesalers
- How to best set a price for your product, including break-even analysis
- How to use marketing communications, including advertising, direct marketing, and public relations, among others

You should also expect to learn how organizations use marketing research and market segmentation tools.

Finally, you should expect to learn how to integrate these elements in the preparation and presentation of your final project.

**INSTRUCTOR’S EXPECTATIONS**

**Attendance**
All students are expected to attend class. In fact, the instructor’s expectation is that you will maximize your investment in this course by attending as many sessions as possible. Therefore, attendance will not account for a portion of your grade, although it may help you in some borderline situations (for example, if you are within less than a full point of the next highest grade). A class roster will be circulated within the first 10 minutes of each session for sign-in; those arriving after 10 minutes will not be permitted to sign in and be considered absent. The instructor reserves the right to penalize students who abuse the attendance policy by adjusting grading (downward) accordingly.

Just like any organization, this class is a community whose success is dependent on everyone’s participation. Attendance is important to fully understanding key course principles and benefiting from participation in discussion. In-person attendance by the entire class improves the quality of discussion and helps ensure equal opportunity for all students (it’s difficult for the Professor to focus equally on students across both physical & virtual formats). Therefore, students will be expected to attend class in-person unless they should be quarantined/isolated or the College changes policy on in-person classes. **You are permitted two absences before grade penalties of 1 letter grade will be deducted per absence.** If you wish to have an absence excused for sickness, you MUST have documentation of a doctor’s visit, consult, or Covid-19 test. Virtual and in-person health visits can be made at MUSC or CofC Student Health:


In the event you are not able to attend class due to an excused absence, you may access pre-recorded lectures and class notes on OAKS. You will be responsible for catching up with the class and missed assignments by an agreed upon date set with your professor (myself). If the class must go virtual for any reason or any period of time, we will switch to a hybrid online learning format with a combination of live zoom classes and pre-recorded lectures on OAKS.

**Electronic Devices**
Cell phones must be placed on vibrate mode during class and only used to check time. You may leave your phone on the top of the desk, but please do not use it for texting, surfing, or shopping. If you do, you will be asked to leave the classroom to complete your task—but you will not be permitted to return for the remainder of class. Laptops are welcome for note taking, but students using laptops must sit in the first two rows of the classroom.

**Communications with Instructor**
All communications with the instructor will take place in person during class sessions, during office hours, or via email. All emails must follow professional standards, including a subject line and the use of complete sentences. I will strive to return your email within 24 hours, as in the real world, and I will expect you to do the same.

**Assignments**
Late hand-ins of experiential learning projects, discussion board posts, and all other assignments will not be accepted.

**Presentations**
For the purposes of classroom proficiency demonstrations, normal college student attire is acceptable. This is particularly true since only a small number of students will present each class day. Standard business attire is required only for the final presentation of research results, just as in the real world.

**Honesty Policy**
Since this course will simulate a real world environment, professional plagiarism standards will be enforced. Therefore, if any dishonest practices are discovered, the result will be instant failure for the assignment, and if serious enough, for the entire course. This includes copying a fellow student’s digital work, making cosmetic changes, and then turning it in as your own work.
Lying, cheating, attempted cheating, and plagiarism are violations of the College’s Honor Code that, when identified, will be investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) by the Honor Board. Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor. The complete Honor Code and all related processes are outlined in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

Students with Disabilities
Students approved for SNAP Services should meet with me after class or during my office hours during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). The College and I will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104.

Inclement Weather /Emergency Preparation
If the College closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

SCHOOL OF BUSINESS EXPECTATIONS

1) Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental, and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues. Via readings and discussion, students will be expected to see how issues that exist within organizations are influenced by factors occurring at a local, national, and international level.

2) Intellectual Innovations and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. Students will be faced with problems to solve throughout the semester, specifically in the form of exams that require integration of ideas across readings and a comprehensive final project.

3) Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks. Students will be expected to integrate ideas from multiple sources in order to solve problems, explain positions, etc. They will keep a record of key insights in a personal learning journal.

4) Communications Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. Students will have opportunities in class discussion, formal reports and presentations, and team discussion to hone written and oral communication skills.
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<td>15 Ch. 15: Promo Basics/IMC</td>
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<td>17 Ch. 15 Positioning</td>
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<td>22 Ch. 16: Public Relations and Sales Promotion</td>
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<td>29 Ch. 17: Social &amp; Mobile</td>
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<td>December</td>
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<td>6 Group Project Workshop</td>
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<td>Final Presentation Schedule: 12:00 section, Fri. 12/10, 1-3 pm; 1:00 section, Sat. 12/11, 3:30-5 pm; 2:00 section: Sun. 12/12, 1-3 pm</td>
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### Marketing Concepts

#### Course Grading Rubrics

**Experiential Learning Assignment Rubric**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>9 pts</th>
<th>8 pts</th>
<th>7 pts</th>
<th>6 pts</th>
<th>5 pts</th>
<th>4 pts</th>
<th>2 pts</th>
<th>0 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission and quality of assignment</td>
<td>On time, exceeds all requirements; very creative; very unique brand</td>
<td>On time, meets all requirements; very creative; somewhat unique brand</td>
<td>On time, meets requirements and somewhat creative</td>
<td>On time and meets all requirements</td>
<td>On time and meets most requirements</td>
<td>Late and/or meets some requirements</td>
<td>Late and/or meets few requirements</td>
<td>Late and/or seriously incomplete</td>
</tr>
<tr>
<td>1) Submitted on time</td>
<td>2) Satisfies all 5 guidelines exceptionally: a) meets brand requirements; b) relates to personal experience; c) answers question adequately; d) provides supporting explanation; e) meets citation requirements</td>
<td>3) Very creative submission format</td>
<td>4) Very unique brand in section</td>
<td>5) On time and meets requirements and somewhat creative</td>
<td>6) On time and meets all requirements</td>
<td>1) Submitted on time</td>
<td>2) Satisfies all 5 guidelines adequately: a) meets brand requirements; b) relates to personal experience; c) answers question adequately; d) provides supporting explanation; e) meets citation requirements</td>
<td>1) Late submission and/or</td>
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<tr>
<td>Total Points: 9</td>
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**Discussion Board Participation Rubric**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>3 pts</th>
<th>2 pts</th>
<th>1 pts</th>
<th>0 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of criterion</td>
<td>Strong participation</td>
<td>Average participation</td>
<td>Weak participation</td>
<td>No participation</td>
</tr>
<tr>
<td>1) Responds to at least 5 other student posts</td>
<td>2) Responses to at least 5 other student posts</td>
<td>1) Responds to fewer than 5 other student posts or...</td>
<td>0 pts</td>
<td></td>
</tr>
<tr>
<td>2) Responses are almost always grammatically correct with few misspelled words</td>
<td>3) Responses are mostly correctly worded, contain some misspelled words</td>
<td>2) Responses are not always grammatically correct and contain some misspelled words</td>
<td>No participation</td>
<td></td>
</tr>
<tr>
<td>3) Responses are almost always relevant</td>
<td>4) Responses sometimes add value and contribute new ideas to the discussion (not just comments like “good work” or “nice post”)</td>
<td>3 pts</td>
<td></td>
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<tr>
<td>Total Points: 3</td>
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Student Success Center LinkedIn Session and LinkedIn Page = 15 points
- Meet with the Student Success Center to learn how to market yourself with a unique and professional LinkedIn page, and then create one for yourself to earn credit

Required Student Success Center Session

☐ Personal Student Success Center Appointment (5 points)

- Schedule a personal LinkedIn consultation session with the Student Success Center (SSC)
  - Please use one of these two ways to schedule:
    - Stop by the SSC in Suite 100 of the Beatty Center (just to the left as you enter from Liberty Street) to schedule an appointment in person (for a later day and time)
    - Send an email to studentsuccesscenter@cofc.edu requesting an appointment and make sure to use the subject line: MKTG 302 LinkedIn Appointment--McGrath
  - An SSC professional will meet with you for approximately 15 minutes to provide advice on how to create a unique and professional LinkedIn page and also discuss resources they offer for your career planning
  - Dress professionally for the appointment because you’ll be able to take a photo of yourself at the SSC Selfie Studio during your visit
  - You must visit the SSC prior to the assignment due date on the syllabus to receive credit
    - Please schedule your appointment early in the term because appointments fill up quickly and walk-in sessions are not available (you must make an appointment first)

Required Personal LinkedIn Account

☐ LinkedIn Account (10 points)

- Create a LinkedIn account that promotes yourself to prospective employers.
  - Please provide a screen shot of your entire account page(s) including the following 3 pieces:
    A) Professional photo (not your high school graduation photo), and…
    B) Your current status (student at College of Charleston and your major)
    C) Detailed background info including the following in separate sections with detailed explanations:
      - Your major and all courses related to your major
      - Your work experiences (even summer jobs) with descriptions of specific responsibilities and skills you learned
      - Internships you have experienced with descriptions of specific responsibilities and skills you learned
      - Summary of all career-related skills you have earned so far, including certifications and proficiencies in software and mobile applications
  (Points may be deducted for poor grammar, punctuation, spelling or lack of detailed explanation)
Marketing Concepts

Final Project Checklist

Grading

Report Hand-in = 15 points
- 5-10 typed pages (anything beyond 10 pages will not be graded)
- All data and content sources must be attributed at the spot in the text where the information appears, using the following simple format: (Wall Street Journal, March 3, 2021); no bibliography page is necessary
- Provide detailed rationale for all your answers
- Penalties will be assigned for typos and grammatical errors
- Please list all your group members on the cover page in alphabetical order

Presentation = 10 points
- Limited to 20 minutes

Participation = Pass/Fail
- All possible points or zero
- Based upon your team’s secret ballot evaluation of your contribution

Required Outline

Marketing Situation Analysis Report

☐ Background (5 points)
- Brief introduction and history of your brand and its parent company
- 5-year trend of sales revenue and profits (IVA) for the overall industry, and for your brand, by year (tip: use data from IBISWorld or Statista and present in tables or charts created in Excel, Google Sheets or Tableau)
- Macroenvironmental factors impacting your brand and its industry (tip: all the factors we learned in class apply)
- Market share for your brand and 2-3 key competitors for most recent year (tip: use data from Market Share Reporter)

☐ Product (2 points)
- Product life cycle stage for the brand (based on the historical industry data above)
- Type of product
- Product strategy used

☐ Price (2 points)
- Price range of your brand
- Competitive pricing for 2-3 key competitors (tips: use common units, i.e., price per ounce; also, present in a table)
- Marketplace environment
- Pricing objective
- Pricing strategy

☐ Place (2 points)
- Number of locations (must include headquarters, manufacturing sites, and estimated # locations where your brand is sold) (tip: use data from U.S. Economic Census at census.gov)
- Channel structure diagram
- Channel captain
- Type of power used
- Distribution strategy

☐ Promotion (2 points)
- Positioning statement (tip: must be in the 3-part General Foods format discussed in class)
- Positioning map (tip: include category motivators and plot positions for all the brands listed in your market share data above (including supporting data for each plot point for your brand and 2-3 competitors; use data from Consumer Reports or American Consumer Satisfaction Index)
- Promotion objective
- Promotion strategy
- Promotion tools used (tip: major brands like yours employ all the tools we learned in class)

☐ What would you do differently? (2 points)
- Recommend ways you would alter the situation described above to improve your brand’s Marketing effectiveness
- Organize your recommendations according to the four elements of the Marketing Mix.

-Credit may be deducted for poor grammar, punctuation, spelling, or lack of explanation and attribution of all sources-
Student Quick Tips

Use this Student Quick Tips guide for a quick and easy start with McGraw-Hill Connect. You’ll get valuable tips on registering, doing assignments, and accessing resources, as well as information about customer support.

Getting Started

TIP: To get started in Connect, you will need the following 2 items:

- 1) Your Instructor’s Connect Web Address
  
  https://connect.mheducation.com/class/j-mcgrath-fall-2021-10

- 2) Connect Access Code

TIP: If you do not have an access code or have not yet secured your tuition funds, you can click “Free Trial” during registration. This trial will provide temporary Connect access (typically three weeks) and will remind you to purchase online access before the end of your trial.

Registration and Sign In

1. Go to the Connect Web Address provided by your instructor
2. Click on Register Now
3. Enter your email address
   TIP: If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.
4. Enter a registration code or choose Buy Online to purchase access online
5. Follow the on-screen directions
   TIP: Please choose your Security Question and Answer carefully. We will ask you for this information if you forget your password.
6. When registration is complete, click on Go to Connect Now
7. You are now ready to use Connect

Need More Help?

Call us at: 1-800-331-5094  Visit us at: www.mcgrawhillconnect.com/support