

BUS-54 – Marketing Professional Certificate Program with Externship

Professional Education Course Syllabus

Program includes National Certification & an Externship Opportunity

Course Contact Hours: 48

The Marketing Professional

No matter how great the product or how brilliant the management, no good business can succeed without a sound and effective marketing strategy. Professionals in this field understand consumers, how to reach consumers and how to put a product in the best light possible for sales. Anyone can master the fundamentals of business and management, but it's important to sustain that business by translating your skills into sales through marketing. Successful sales initiatives require sound marketing strategy to effectively explain the benefits of your product or service to exactly the customers who will keep your business going for years to come.

The Marketing Professional Program

The Marketing Professional program outlines for students current theories of marketing, their effective application and concepts important to marketing goods and services, identifying and further defining target customers, targeting those customers and really reaching them through your messaging from both a domestic and global perspective. Students will explore the elements of market research, identifying target customers, branding, pricing, developing product offers, and developing marketing communications for various distribution channels. Students will examine marketing critically from the perspective of the consumer, the overall economy, and technology as well as the legal and ethical issues that arise to ensure responsible marketing. This program provides students with a view of the principle areas of marketing. It explores the factors influencing how marketing decisions are made, including the impact of marketing decisions on an organization and its customers. Students will gain a working knowledge of practical marketing and business vocabulary.

Education and National Certifications

- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
 - **Microsoft Office Specialist (MOS) Certification Exam.**

Program Objectives

At the conclusion of this program, students will be able to:

- Evaluate the primary components of a marketing plan from strategic, functional, and operational perspectives
- Analyze how the characteristics of the business environment can impact marketing decisions

- Analyze the possible impacts of marketing research on a business plan
- Evaluate how consumer characteristics and behavior affect marketing strategies
- Compare B2B and consumer markets
- Compare various considerations in product and services marketing
- Analyze how integrated marketing communications (IMCs) are developed and implemented
- Analyze the considerations and process of creating a pricing strategy
- Distinguish marketing channel options, considerations, and interactions
- Use Microsoft Office

National Certification

Upon successful completion of this program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so.

Externship / Hands on Training / Practicum

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location.

Marketing Professional Program Detailed Student Objectives:

INTRODUCTION TO MARKETING

- Define marketing
- Describe the "4 P's" of marketing
- Describe a company's perspective of value
- Describe a customer's perspective of value
- Analyze the role marketing plays in an organization
- Generalize the types of decisions marketers make
- Analyze how ethical considerations impact marketing strategies

STRATEGIC PLANNING

- Analyze the roles and impact of strategic, functional, and operational marketing planning within an organization
- Outline the planning process of creating a marketing plan
- Explain the important considerations in implementing a marketing plan

NYSE: ANALYZING THE BUSINESS ENVIRONMENT

- Interpret how the economic, political, and legal environments could affect a marketing strategy
- Interpret the marketing implications of the technological environment
- Describe how and why the competitive environment drives marketing decisions
- Explain how an understanding of a target customer base affects marketing decisions
- Explain how supplier considerations affect marketing decisions

- Analyze how the internal operating environment of one's own company may affect marketing decisions

MARKET RESEARCH AND INTELLIGENCE

- Define market research and intelligence
- Identify different ways in which market research findings are used
- Describe market research methodology
- Categorize primary and secondary data
- Contrast qualitative and quantitative data
- Describe how marketing research data is analyzed and interpreted

MARKET ANALYSIS AND STRATEGY

- Explain the concept of market segmentation
- Define targeting
- Differentiate various targeting strategies
- Illustrate examples of market positioning and differentiation
- Define positioning and differentiation
- Analyze different approaches to Customer Relationship Management (CRM)
- Define Customer Relationship Management (CRM)

CONSUMER BEHAVIOR

- Outline the consumer decision process
- Explain each step of the consumer decision process
- Describe how consumers' social and cultural behaviors affect marketing
- Describe how consumers' personal characteristics affect marketing
- Identify product adoption rates and processes

B2B MARKETING

- Describe the B2B market structure
- Distinguish derived, inelastic, fluctuating, and joint demand
- Identify B2B straight rebuy, modified rebuy, and new buy situations
- Describe the importance of buying centers in B2B transactions
- Explain the purchaser decision process in B2B marketing
- Compare how business purchasing decisions are made with how consumer purchasing decisions are made

PRODUCT DEVELOPMENT AND MANAGEMENT

- Identify the steps in new product development
- Define the stages of the product life cycle
- Compare organizational options for product development and management
- Explain product packaging and labeling considerations

SERVICES MARKETING

- Compare differences in service marketing and product marketing
- Define key characteristics of services in the market
- Identify types of services
- Explain the meaning of "services continuum"
- Contrast core and augmented services
- Produce examples of internet services from both consumer and B2B perspectives
- Articulate how the buyer characterizes services in terms of quality
- Explain the process of quality problem identification

INTEGRATED MARKETING COMMUNICATION

- Define integrated marketing communication (IMC)
- Show how advertising can be used as part of a promotion
- Show how PR can be used as part of a promotion
- Show how personal selling, sales promotions, and direct marketing can be used as part of a promotion
- Explain the importance of each phase in the development of an IMC plan
- Explain the use of viral and guerilla marketing

PRICING

- Explain demand, customer value, cost, and competition-based pricing
- Outline the pricing process
- Describe considerations for each step of the pricing process
- Describe considerations when developing a pricing strategy for a product line
- Explain price adjustment considerations
- Compare psychological, ethical, and legal considerations in pricing strategies

MARKETING CHANNELS AND SUPPLY CHAINS

- Identify different types of distribution channels
- Describe the concept of a supply chain
- Identify likely members of a given distribution channel
- Show how distribution channels can be organized
- Show how distribution channels can be managed
- Evaluate the effectiveness of a distribution channel strategy

Fresno Pacific University Student Learning Outcomes (FPU-SLO)

FPU-SLO 1	Student Learning Outcomes Oral Communication: Students will <i>exhibit</i> clear, engaging, and confident oral communication – in both individual and group settings – and will critically <i>evaluate</i> content and delivery components.
FPU-SLO 2	Written Communication: Students will <i>demonstrate</i> proficient written communication by <i>articulating</i> a clear focus, <i>synthesizing</i> arguments, and utilizing standard formats in order to <i>inform</i> and <i>persuade</i> others.
FPU-SLO 3	Content Knowledge: Students will <i>demonstrate</i> comprehension of content-specific knowledge and the ability to apply it in theoretical, personal, professional, or societal contexts.
FPU-SLO 4	Reflection: Students will <i>reflect</i> on their personal and professional growth and <i>provide evidence</i> of how such reflection is utilized to manage personal and vocational improvement.
FPU-SLO 5	Critical Thinking: Students will <i>apply</i> critical thinking competencies by <i>generating</i> probing questions, <i>recognizing</i> underlying assumptions, <i>interpreting</i> and <i>evaluating</i> relevant information, and <i>applying</i> their understandings to new situations.
FPU-SLO 6	Moral Reasoning: Students will <i>identify</i> and <i>apply</i> moral reasoning and ethical decision-making skills, and <i>articulate</i> the norms and principles underlying a Christian world-view.
FPU-SLO 7	Service: Students will <i>demonstrate</i> service and reconciliation as a way of leadership.

FPU-SLO 8	Cultural and Global Perspective: Students will <i>identify</i> personal, cultural, and global perspectives and will employ these perspectives to <i>evaluate</i> complex systems.
FPU-SLO 9	Quantitative Reasoning: Students will accurately <i>compute</i> calculations and symbolic operations and <i>explain</i> their use in a field of study.
FPU-SLO 10	Information Literacy: Students will <i>identify</i> information needed in order to fully understand a topic or task, <i>explain</i> how that information is organized, <i>identify</i> the best sources of information for a given enquiry, <i>locate</i> and critically <i>evaluate</i> sources, and accurately and effectively <i>share</i> that information.

Continuing Education Student Learning Outcomes (CE-SLO)

CE-SLO 1	Demonstrate proficient written communication by articulating a clear focus, synthesizing arguments, and utilizing standard formats in order to inform and persuade others, and present information applicable to targeted use.
CE-SLO 2	Demonstrate comprehension of content-specific knowledge and the ability to apply it in theoretical, personal, professional, or societal contexts.
CE-SLO 3	Reflect on their personal and professional growth and provide evidence of how such reflection is utilized to manage personal and professional improvement.
CE-SLO 4	Apply critical thinking competencies by generating probing questions, recognizing underlying assumptions, interpreting and evaluating relevant information, and applying their understandings to the professional setting.
CE-SLO 5	Reflect on values that inspire high standards of professional and ethical behavior as they pursue excellence in applying new learning to their chosen field.
CE-SLO 6	Identify information needed in order to fully understand a topic or task, organize that information, identify the best sources of information for a given enquiry, locate and critically evaluate sources, and accurately and effectively share that information.