



***California State University Channel Islands***

***Principals of Marketing  
MKT310.01***

Instructor: Dr. Michael Prior Ph.D. Class: Monday: 12:00pm - 2:50 pm  
16 Weeks - Start: 27 January, 2020  
Spring 1/25/2020 through 5/22/2020

Phone: (805) 341 4818 . Location: Del Norte 1535

Email: michael.prior@csuci.edu

Office Hours: Before and after class by appointment

**COURSE TYPE:**

This course rests on several integrated components; self-study and research, in-class lectures, online presentations and videos, student and professor interaction, business theory, models and concepts, practice and application. The majority of contact hours take place in a traditional classroom. Students will be provided with a recommended reading and video viewing list.

Description

The primary objective is to develop skills and gain experience in analyzing a business situation and then formulating, implementing, and monitoring marketing strategy in a competitive environment. This course focuses specifically on issues such as selecting segments in which to compete, developing meaningful points of differentiation and positioning statements, allocating resources, designing products, setting and managing prices, developing and managing distribution strategies and developing and managing promotional strategies. Analysis related to these topics will be carried out through cases, application of processes in discussion will be illustrated through the development of strategic marketing plan.

Questions we will address in this MKT310 course include: 1) How do managers develop a unique marketing strategy to improve business performance in the current dynamic business environment? 2) What can firms do to optimize their brand value, customer engagement and build a fan base? 3) What can individuals, owners and managers do to optimize their personal performance and organizational value?

"All journeys have secret destinations of which the traveler is unaware" (Martin Burber)

Program Learning Goals:

These are the skills we try to help you build in all MVS courses

- A. Critical Thinking
- B. Oral Communication
- C. Written Communication
- D. Collaboration
- E. Conduct (Ethics)
- F. Competency in Discipline Course Learning

Course Outcomes:

Upon completion of this course, you will be able to

1. Describe and apply basic marketing concepts to real life cases (A, C, F)
2. Analyze and suggest marketing strategies for brands or companies through your team projects (A, B, C, D, E, F)
3. Communicate these suggestions through professional presentations and reports (B, C)
4. Evaluate existing marketing practices used by companies (A, E, F)

Topics covered include:

- Characteristics of Innovative Marketing Organizations
- The Importance of an organization's Purpose, Vision and Values as a North Star for marketing
- How corporate culture impacts marketing performance
- Marketing department positioning within an organization
- Brand Value as an intangible asset
- The next generation of customer experience
- The importance of Trust and Authenticity
- Integrated marketing communications
- Organization and Customer Life Cycles
- Build a new community of ambassadors
- Customer acquisition and retention
- Develop your own marketing platform
- Marketing research
- Future market trends
- Leverage Hard and Soft trends
- SWOT/TOWS strategic market analysis
- AI and technology as a market intelligence tool
- How the Fourth Industrial Revolution adds value
- Integrating marketing concepts and models into high performance management plans
- Ethical Responsibility as a point of differentiation and customer value
- Left and right brain mindset

### **Course Reading and Video Viewing Materials** (see full optional list of on MKT310 "Pages" tab)

A selection of required weekly Articles and Videos has been selected to provide a broad array of diverse topics to reach into the theoretical, artistic, scientific, and practical nature of business. These materials are listed on pages 6,7,8,9 of the syllabus.

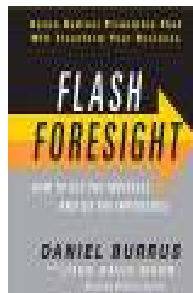
An additional collection of optional article and video content is located under the "Pages" tab on the MKT310 Course page. The objective is for students to assimilate a diverse volume of information, critically analyze obvious and hidden connections, and create their own unique strategic value concepts from the subjects presented. Many of the readings and videos contain valuable sound bites. Students are encouraged to seek out the value in each and conduct further research in subjects that are of interest and value.

### **Additional Course Reading Materials ( Optional )**

1. *HBR's 10 Must Reads on Strategic Marketing* (with featured article "Marketing Myopia," by Theodore Levitt) by Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld

2. *Strategic Marketing: Concepts and Cases* 1st Edition by Russell Abratt, Michael Bendixen

3. Burrus, D. (2011) *Flash Foresight: How to See the Invisible and Do the Impossible*



### **ASSESSMENT AND GRADING:**

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment may require a different set of knowledge, skills and abilities:

#### **Attendance:**

**The first class is MANDATORY.** Students must attend the first class. A great deal of information about the requirements of this course, the evaluation process and any updated information will be discussed on this day. Student participation including attendance is essential for effective learning. Failure to attend all classes may negatively affect your grade. To pass the class, students can miss no more than two class meetings. Students are expected to attend each class meeting, coming prepared to discuss course materials and assignments. Active participation is strongly encouraged in the classroom. Grades are affected by attendance and by the quality of participation.

Attendance at the first class meeting is mandatory unless properly excused by the class instructor. Students who do not attend the first class meeting of a course for which they are registered may be dropped from the course by the academic program that offers the course. It remains the student's responsibility to verify course drop dates to avoid academic and financial penalties.

Students may miss a maximum of two weekly class meetings. Attendance of less than 75% will be considered as insufficient. Failure to meet the individual course attendance requirements may result in a grade of F. When possible, students also must provide advance notice of absences, as well as relevant documentation regarding absences, to the instructor as soon as possible following the illness or event that led to the absence. Any arrangement to make up work because of class absence is the responsibility of the student to contact the course instructor.

Details on grading standards for each form of assessment can be obtained from the following grading rubric:

	Student Achievement			
	Below Average	Average	Above Average	Outstanding
<b>Class Participation</b>	Students do not participate actively in class, and even when directed do not contribute to class substantively. <b>The grade percentage range for this level is below 69.9%</b>	Students are largely passive during the class, but do provide informed responses to questions when asked. Alternatively, students are pro-active, but do not provide contributions of essential value. <b>The grade percentage range for this level is 70-79.9%</b>	Students speak frequently during the class without the need for the instructor to stimulate their participation. Their contributions are of acceptable value, but largely generic. <b>The grade percentage range for this level is 80-89.9%</b>	Students are very active during the class. They ask questions or make comments that help clarify and synthesize discussion, relate their ideas or experiences to the topic at hand, contribute examples that are relevant, acknowledge and extend the ideas of others and relate content from class materials, readings and experiences to the discussions. <b>The grade percentage range for this level is 90-100%</b>

**Assignments / Papers / Presentations:**

	Student Achievement			
	Below Average	Average	Above Average	Outstanding
<b>Assignment / Papers</b>	Students do not follow the instructions for the assignment and/or are not sufficiently capable of presenting their ideas in a concise, coherent, relevant and insightful manner. <b>The grade percentage range for this level is below 69.9%</b>	Students largely follow the instructions for the assignment. Their comprehension of the assignment is not complete. Their work shows considerable room for improvement concerning coherence, conciseness, relevance, and insightfulness. <b>The grade percentage range for this level is 70-79.9%</b>	Students closely follow the instructions for the assignment. They demonstrate comprehension of the assignment. Their work shows some room for improvement concerning coherence, conciseness, relevance and insightfulness. <b>The grade percentage range for this level is 80-89.9%</b>	Students closely follow the instructions for the assignment. They not only clearly demonstrate comprehension of the assignment, but they also display flawless coherence, conciseness, relevance and insightfulness. <b>The grade percentage range for this level is 90-100%</b>
<b>Presentation</b>	Students do not sufficiently follow the instructions for the presentation and/or are not or not sufficiently capable of describing the concept at hand in a concise, relevant, rigorous and coherent manner. There is limited or insufficient use of the knowledge base from the course. <b>The grade percentage range for this level is below 69.9%</b>	Students closely follow the instructions for the final presentation. Their comprehension of the concept at hand is not complete, and they fail to critically evaluate it. Slides lack clarity and/or oral presentation shows considerable room for improvement. There is somewhat limited or insufficient use of the knowledge base from the course. <b>The grade percentage range for this level is 70-79.9%</b>	Students closely follow the final presentation for this assignment. They demonstrate deep comprehension of the concept at hand but fail to fully evaluate it in a structured and critical manner. There's some lack of clarity in the slides and and/or some room for improvement of the oral presentation. There is good, but not perfect use of the knowledge base from the course. <b>The grade percentage range for this level is 80-89.9%</b>	Students closely follow the instructions for this assignment. They not only clearly demonstrate comprehension of the concept at hand but are also capable of critically evaluating it. Their slides and their oral presentation have definite clarity. There is good, close to perfect use of the knowledge base from the course. <b>The grade percentage range for this level is 90-100%</b>

Group Presentations – Names				
	Grade Area	Definition	Possible Points	
1	<b>Professionalism</b>	All team members demonstrate professionalism in the way they carry themselves, their presentation and dress	20	
2	<b>Knowledge of course Material</b>	The presentation reflects the correct knowledge and application of the course content.	20	
3				
4	<b>Organization</b>	The presentation has a logical flow and team appears organized in their delivery.	20	
5	<b>Deliver and Presentation</b>	All members demonstrate strong skills, eye contact, volume and engagement with audience.	20	
	<b>Visual Aids</b>	The visual aids are well designed and free from errors, aesthetically pleasing, and follow the format of the presentation.	20	
	<b>Total Possible Points</b>		100	

<b>Week</b>		<b>Optional Text Readings</b>	<b>MKT310 Principals of Marketing Topics and Activities</b>	<b>Required Weekly Assignments</b> Articles ( Google) Videos (YouTube)
1	1/27	Chapter 1 Abratt Strategic Marketing	Course Overview  What is Marketing Principals of Modern Marketing What's Happening Out There	<b>Form Groups</b>  <b>Company Selection for Group Project</b>
2	2/03	Chapter 2 Abratt  HBR Page 1 - 14	Marketing & Industry 4.0 Importance of the Human Touch  Aligning Organization with a Customer Centric Corporate Culture	<b>Group Presentations</b>  Simon Sinek - Be a infinite player - one of the best speeches ever by Simon Sinek - Wake up motivation (2017) YouTube
3	2/10	Chapter 5 Abratt  HBR Page 29 -56	Customer Market Segments Implications of the Life Cycle Model  Importance of Authenticity & Trust	<b>Group Presentations</b>  Simon Sinek - Understanding Empathy (YouTube)
4	2/17	Chapter 3 Abratt  HBR Page 15 -28	Futurist Mindset  Brand Positioning and Value  Lifestyle Branding	<b>Group Presentations</b>  Top Branding Trends Businesses Should Follow in 2020  Simon Sinek: Why Leaders Eat Last (YouTube)

5	2/24	Chapter 4 Abratt  HBR Page 57 -76	Buyer Behavior Models  Customer Experience  CSR Rethinking Sustainable Advantage	<b>Group Presentations</b>  Why Experiential Marketing is a Must in 2020.  12 Experiential Marketing Trends for 2020: Top Predictions You Should Know  <b>Modern Marketing Paper Due</b>
6	3/2	Chapter 6 Abratt  HBR Page 77 -96	Customers Psychographics  Agile Marketing	<b>Group Presentations</b> Psychographics and personas: how to get to the truth about why people buy (2019)  9 Mind-Bending Ways to Use Psychographics in Your Marketing (2018)
7	3/9	HBR Page 97 -112	Product and Service Decisions Marketing Mix 7 "P" s  Pricing Strategy  Marketing Sales Funnel	<b>Group Presentations</b>  10 Killer Movie Marketing Campaigns (2019)
8	3/16	HBR Page 113 -132	Rethinking Ethics from a Marketing Perspective  Omni Channel Marketing	<b>Group Presentations</b>  Ethical Branding: A Guide For Creating More Ethical Brands  <b>Ethical Paper Due</b>

9	3/23	HBR Page 151 - 170	<p>Customer Engagement and the Custom Economy</p> <p>New AI Super Hero Powers</p> <p>Design Thinking Co-creation of Value</p>	<p><b>Group Presentations</b></p> <p>Five ways the Internet of Things is transforming businesses today (2018)</p> <p>Are Instagram captions more powerful than pics? - BBC Worklife (2019)</p>
10	3/30	HBR Page 171 - 193	<p>Customer Relationship Management CRM vv SCRM</p> <p>Customer Experience Journey Map</p>	<p><b>Group Presentations</b></p> <p>How to Build a High Converting Marketing Funnel from Scratch (2019)</p> <p>Omnichannel Marketing Strategy: How to Leverage For Better Retail CX (2019)</p>
11	4/6	HBR Page 133 - 150	<p>Predicting the Future Trend Analysis</p> <p>Marketing Research</p> <p>The Future of Marketing from Brands to Unicorn Platforms</p>	<p><b>Group Presentation</b></p> <p>Patterns of Disruption. Anticipating disruptive strategies in a world of unicorns, black swans and exponentials (2015) Deloitte Insights</p> <p>Building Scalable Business Models (2018) MIT Review</p>
12	4/13		<p>Developing a Competitive Advantage and Strategic Marketing Actions</p> <p>Porters 5 Forces TOWS Analysis / BOS</p>	<p><b>Group Presentation</b></p> <p>10 Awesome Global Marketing Strategies for Companies</p> <p>13 Businesses With Brilliant Global Marketing Strategies</p> <p><b>Customer Journey Map Due</b></p>

13	4/20		Implementation and Control What is the Future of Marketing	<b>Group Presentations</b>  18 Examples of Successful Co-Branding Partnerships (And Why They're So Great) (2019)  Future Marketing a) The future of marketing and advertising in 2030 b) Customer experience in 2030: This is how it looks
14	4/27		<b>Project Presentations</b> Group Video Press Release Customer Journey Map	<b>Group Presentations</b>  <b>Group Paper Due</b> (Hard Copy)
15	5/4		<b>Group Presentations</b> Group Project Power Point	
16	5/11		<b>Final Practical Exam</b> Marketing Simulation	

Note: All course requirements, content, course grading standards and due dates for assignments, are subject to change at the discretion of the course professor.

### **Weekly Class Power Points**

It is highly recommended that students review the powerpoint deck from each class. The slides in each deck provide both information and marketing models that relates directly to the learning outcomes for this class.

### **DESCRIPTION OF ACTIVITIES:**

#### 1. Weekly In-Class Discussions (10) / Class Attendance (10) ( 20 Grade Points)

Students are expected to attend each class and initiate and respond to questions in class as well as interact in the flow of in-class discussions and/or in-class course application exercises.

#### 2. Readings & Videos

Students are to read in advance any weekly assigned articles. Read and watch a "selection" of the articles and video's related to the topic of each class, and arrive in class prepared to discuss these during the class. Many of the readings and videos are sound bites. Students are encourages to seek out the value in each and conduct further research in subjects that are of interest.

### 3. Modern Marketing Review Paper (10 Points) (Week 5)

Each student will read the following article:

**10 Principals of Modern Marketing (2019) MIT Sloan Management Review** ( Google). Students will then write a review of 3 pages, double spaced, of the article with their thoughts on the subjects and topics presented.

This exercise is to develop the student's own personal interpretation skills. I am interested in your interpretation of the article content, which will include: (a) what key ideas or concepts will you take away from the article, and (b) how will you apply the concepts in your work environment or how have you seen the concepts applied in a business and/or retail environment, and with what results.

### 4. Ethical Branding Paper (10 Grade Points) (Week 8)

Each student will read the following article;

**Ethical Branding: A Guide For Creating More Ethical Brands (The Branding Journal)** (Google). Students will then write a 3 page, double spaced, review of the article with their thoughts on the subjects and topics presented.

### 5. Customer Experience Journey Map (10 Grade Points) (Week 12)

Each Student is to develop their own customer experience journey map for a company of their choice.

The company selected must have some existing customer experience issues. A basic outline for a Customer Experience Journey Map is loaded on the Pages tab on Canvas.

### 6. Group - Article / Video Presentations (10 Points)

Note: This is a Individual Presentation Grade - Individual group members Must present at least twice in the course

During the course each group will be allocated a minimum of two review projects. Each review will focus on the group members "interpretation" of business concepts, theory and strategic management, that are expressed in the article or video. This is a 10 - 15 minute presentation. This exercise is designed to develop your interpretation skills. I am interested in what your group members think - not the author's thoughts.

For each article or case study group's will address;

- (1) very brief background
- (2) key industry / company / customer issues
- (3) why this article is important to organizational management
- (4) what ideas or key concept will you take away from the case study / article
- (5) how have you seen the concepts applied in other companies or industries, with what results.
- (6) how can you apply the concepts in this article / video to your group project

This exercise will help develop group members personal skill set in relating concepts and ideas directly to an organization within a specific industry context and operating environment. The group's class presentation will be no longer than 15 minutes.

### 7. Group Marketing Project Paper ( 20 Points)

The Project Grade will be split 15 Points Paper / 5 Points Group Participation (graded by group members)

Your paper will indicate in the appendix a list of group members and which sections each student wrote.

Each group will review and analyze a public or private company of their choice. The professor will approve the each group's choice of a company. The group will work together to develop and present a paper detailing new high performance management recommendations for the company. The recommendations will be based on the step by step class content presented each week. A 15 page paper and a powerpoint presentation will be required for this section of the class. The paper will be double spaced in 11 or 12 font, APA style. Each group member is expected to present part of the powerpoint presentation. Students in each group will use critical thinking and reputable sources to develop their conclusions and high performance plan recommendations. It is expected that group members meet independently to discuss the paper content and format, and the powerpoint presentation.

Appendix -A minimum of 15 distinct reference sources are required along with a Customer Journey Map

#### 8. Group Project Presentations (10 Points)

Note: Each Group Member will be Graded Individually and present for a minimum of 5 minutes

a) Each Group will prepare a 15 minute powerpoint presentation for the class. The presentation will present an overview of their Group Marketing Project paper. It will describe the Key Actions and Insights gained from the project. Each student is expected to present a section of the presentation.

b) Separate class presentations will include a Marketing Video, Press Release, Customer Journey Map.

#### 9. Final Practical Exam - Marketing Simulation (10 Grade Points)

Groups will undertake a simulated consulting exercise in class. Each group will use critical thinking and have 70 minutes to analyze a case and company. Each group is required to make new marketing recommendations to improve the organization's optimal performance. A maximum 10 minute powerpoint presentation will be due at the end of 75 minutes. Members of each group will integrate theory, concepts, and models from the class and use critical thinking to develop their key recommendations.

### GRADING:

**Grades are non-negotiable!** If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

**Deadlines are non-negotiable!** If a submission is late it is an automatic 0 point (though you may be able to make up for it through other assignments).

**To earn a B grade**, all work must follow assignment directions and be completed as scheduled, be insightful and of high quality. Written and oral expression (class presentations) must demonstrate attention to professional style, structure, and presentation, as well as content.

**To earn an A grade**, work must be clearly superior. A superior grade will normally require a substantial investment of time and energy.

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment may require a different set of knowledge, skills and abilities.

Grading in this class will be based on the following elements and the grading scale provided below:

Percentage	Grade	BUS545 Class Activity	Points
>94%	A	Class Attendance	10
90% to 93%	A-	Class Participation and Class Project Work	10
87% to 89%	B+	Modern Marketing - Review Paper (Week 5)	10
84% to 86%	B	Ethical Branding - Review Paper (Week 8)	10
80% to 83%	B-	Customer Experience Journey Map (Week 12)	10
77% to 79%	C+		
74% to 76%	C	Group Projects - Presentations Graded Individually	
70% to 73%	C-	Group Article / Video Presentations	10
67% to 69%	D+	Marketing Project Paper (15) / Peer Review (5) (Week 14)	20
64% to 66%	D	Marketing Project Powerpoint / PR / Video (Week 14/15)	10
60% to 63%	D-	Final Practical Exam - Marketing Simulation (Week 16)	10
<60%	F	Total Possible Points	100

### Writing Style Format - APA (American Psychological Association)

All papers will be written APA style. Double Spaced, 11 or 12 font.

The APA style items that must be included in papers in this class are the heading level format, citations within the text, and the reference list. Below are the five levels of division for headings.

#### **Level One Heading**

#### **Level Two Heading**

**Level three heading.**

***Level four heading.***

***Level five heading.***

Level One Heading (centered, bold, upper and lowercase)

Level Two Heading (flush left, bold, upper and lowercase)

Level three heading. (indented, bold, upper and lower case, text follows immediately after the period)

Level four heading. (indented, bold, italicized, lowercase except first letter and proper nouns, ends with a period, text follows immediately after the period)

Level five heading. (indented, italicized, lowercase except first letter and proper nouns, ends with a period, text follows immediately after the period).

### Classroom Behavior

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and / or removal from class.

#### **DISCLAIMER:**

This syllabus may change from time to time to accommodate changing circumstances. Every effort will be made to alert students to changes that occur in a timely manner.

### Disability Statement

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

### Academic Integrity

As an institution of higher learning, CSUCI values academic integrity and will not tolerate acts of academic dishonesty. Academic dishonesty includes but is not limited to such things as cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. If a student is found responsible for committing an act of academic dishonesty in this course, an appropriate academic penalty will be assigned, and the incident will be referred to the Dean of Students Office. For additional information, please refer to CSUCI's [Policy on Academic Dishonesty](#).

### Campus Tutoring Services

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The LRC now also offers online tutoring through Zoom! The Peer Tutor Schedule is available via the [LRC webpage](#).

### Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address 21<sup>st</sup> Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help you at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops offered throughout the semester. To make an appointment to work with a consultant or to learn more, visit the [WMC webpage](#).

### Counseling and Psychological Services (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); you can also email us at [caps@csuci.edu](mailto:caps@csuci.edu) or visit our [website](#).

### Emergency Intervention and Basic Needs

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#).

### Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

## APPENDIX

### Group Marketing Plan - Structure

- a) Cover Page
- b) Contents Page

#### 1. Executive Summary

Overview of entire paper - background, issues, trends, analysis, recommendations etc.  
Include all Key aspects in the marketing plan.

#### 2. Situational Analysis

Internal - organizational environment  
Customer Environment include pain points and issues  
External - industry competitor environment - substitutes and new entrants  
Identify Industry and Social Hard and Soft Trends

#### 3. SWOT / TOWS

TOWS Matrix (Analysis of SWOT findings)  
Identify 5 Critical Success Factors - CSF ( These are the Company Strategic Objectives)

#### 4. Develop Competitive Marketing Action Points

BOS Framework - list action points to address the 5 CSF strategic objectives  
Create a unique marketing "platform" to add value to your brand

#### 6. Marketing Plan Overview

Primary and Secondary customer target market segments  
Branding strategy - including Logo and Tagline  
Product strategy  
Pricing strategy  
Distribution strategy - overview of distribution channels

#### 7. Integrated Marketing Mix

Briefly Outline a "marketing mix" strategy using the 7 P's  
How will you integrate a customer Omnichannel content strategy experience into your marketing mix

#### 8. Marketing Implementation

Marketing Dept. - any Organization issues to be addressed

List 3 Action Plans (from BOS Framework) with 2 Objectives & 2 Measureable Goals for each  
Identify how each Action Plan will "Add Value" within your Customer Journey  
Describe 3 Key Resources required

#### 9. Evaluation and Control

Describe Formal Controls & Describe Informal Controls  
Timeline Marketing Roadmap - Content / Digital / Branding / Events (appendix)

#### 10. Future Scenarios

Briefly outline 4 future marketing action scenarios for the organization to grow its position over the next 10 years - as you envision changes your the future operating environment.

#### 11. Conclusions / Summary

#### Appendix

References (15). Customer Experience Journey Map.

**Note: All of the above items are to be included in your paper and/or appendix.**