

Weekly Goals and Objectives	Homework
Week One: Understanding Marketing for the 21st Century Rise of digital marketing Conventional marketing channels Social media marketing Content marketing strategy Marketing challenges Coke case study: A Marketing Mistake	Research a company that made a marketing blunder
Week Two: Examining the Infrastructure for Marketing Management Analytics/Metrics Blogs Case studies and testimonials Content CRM Email marketing capabilities eNewsletter	Find and submit four examples of content being pushed through on your online accounts (CRM software being put to use)
Week Three: Develop and Implement Marketing Strategies Marketing strategy process Marketing plan elements	Research the company that you would like to create a marketing plan for
Week Four: Scanning the Environment and Capturing Markets Competitive/economic/political/legal and regulatory/technological/sociocultural forces Creating customer value Customer relationships Consumer and Business Markets	Write the environmental analysis portion of your marketing plan
Week Five: Identifying Market Segments and Targets Creating positioning Dealing with competition Define target market	Identify and write the target market(s) portion of your marketing plan
Week Six: Marketing Objectives and Performance Marketing key performance indicators Managing transforming marketing <ul style="list-style-type: none"> - Vision and strategy - Operating model - Capabilities - Structure and people - Streams and processes - Data model - Technology platforms - Governance and controls 	Write the current marketing objectives of your company and how you're going to measure performance

- Metrics and measures	
Week Seven: SWOT Analysis	Create the SWOT Analysis for your brand and describe how you'll either match or convert the different portions of the analysis
Components of SWOT analysis Strategic planning Goals and objectives Matching strengths to opportunities Converting weaknesses and threats	
Week Eight: Designing and Managing Services	Identify specific marketing objectives for your company
Develop pricing strategies and programs Marketing channels 5 M's of advertising Direct marketing channels Marketing strategies of Fortune 500 companies	
Week Nine: Managing Communications	Identify specifically how you will use the various communication strategies to target your specific market(s)
Mass communications <ul style="list-style-type: none"> - Advertising - Sales promotion - Events and experiences - Public relations Personal communications <ul style="list-style-type: none"> - Direct and Interactive marketing - Word of mouth - Personal selling 	
Week Ten: Building Brand Equity	Research and describe how your business has built brand equity in the past
Setting product strategy Create positioning strategy Building/defending the brand Measuring and managing brand equity How businesses build brand equity	
Week Eleven: Evaluation and Control	Complete the evaluation section of your marketing plan
Performance standards Financial controls Monitoring procedures	
Week Twelve: Review and Examples	Continue working on marketing plan
Review any concepts Look at examples of completed marketing plans	
Week Thirteen: Piece Together Marketing Plan/Workshop	

**Week Fourteen: Presentation of
Final Marketing Plan**