



CREATING A STRATEGIC MARKETING PLAN



LEARNING OBJECTIVE #1
*Learners will demonstrate their ability to **explain** basic marketing terms and marketing concepts with a minimum of 70% accuracy.*

LEARNING OBJECTIVE #2
*Learners will demonstrate their ability to **develop** a corporate name and mission statement for the course project Strategic Marketing Plan – Candy Bar Project.*

LEARNING OBJECTIVE #3
Learners will demonstrate their ability to explore consumer & trade promotion ideas for a product.

LEARNING OBJECTIVE #4
*Learners will demonstrate their ability to **develop** a Strategic Marketing Plan by completing a plan for a new candy bar corp. & presenting it using PowerPoint & Jing with a min. 70% of accuracy according to the rubric provided.*

ACTIVITIES
COMPLETE the Introduction survey. Using SurveyMonkey
VIEW What is Marketing video.
ANALYZE & DISCUSS if your definition of "marketing" has changed after watching the video or is it the same?
REVIEW Marketing Key Terms guide
COMPLETE Marketing Key Terms Quiz

ACTIVITIES
REVIEW: Recorded lecture & readings
RESEARCH: Learners will analyze information on the mission statements of 5 different corps of their choice using the internet.
CREATE: Learners will create a corporate name and mission statement for their own "company" and Part 1 of Strategic Marketing Plan

ACTIVITIES
EXPLORE : Using a WIKI learners will explain and suggest ideas for consumer & trade promotions for a new product.

ACTIVITIES
DEVELOP: Learners will , using the rubric and the Strategic Marketing Plan - Word template provided, create a visual presentation using PowerPoint and verbal presentation using JING.
**This will be a combination of the coursework completed throughout this course.*

ASSESSMENT
 Learners will complete the Introduction survey in SurveyMonkey to assess prior learning and learning styles.
 Using the Discussion Board in BlackBoard, students will post a response to the question and respond to a minimum of 2 peers. Discussion rubric provided.
 Learners will complete the online key term matching quiz with 70% or better.

ASSESSMENT
 Learners will be assessed on their ability to create a corporate name appropriate for the Strategic Marketing Plan – Create a Candy bar project and create a concise, 25 words or less mission statement for their corporation using the provided rubric with 70% accuracy or better.

ASSESSMENT
 Learners will be assessed on their ability to research and participate in the WIKI for consumer & trade promotions . A rubric will be provided and a required final score of 70% minimum or better.

ASSESSMENT
 Learners will be assessed on their ability to complete the visual and verbal presentations per the assignment rubric with a minimum score of 70% or better.