Wk 8 Discussion 1 - Advertising Advantage

Refer to this week’s learning materials. They are intended to help you engage effectively in this discussion.

Due Thursday

Write a 250- to 300-word response to the following:

Describe the current state of consumer advertising. Remember to consider the variety of media that can be used for products and services. Customers may be now tuning out the vast amount of advertising they see and hear.

Explain strategies for optimizing advertising results over the next 3 to 5 years.

Wk 8 Discussion 2 - Sales Promotion [due Sat]

Wk 8 Discussion 2 - Sales Promotion

Write a 250- to 300-word response to the following:

Explain the benefits of promotional activities to improve sales.

A Preface to Marketing Management (Optional)

Review previous chapters as necessary.

Wk 8 University Library Resources

Read the selected articles from the University Library

KT/711: Marketing and Managing the Customer Relationship

Chen, H.-C., & Yang, C.-H. (2019). Applying a multiple criteria decision-making approach to establishing green marketing audit criteria. Journal of Cleaner Production, 210, 256-265.

Fay, B., Keller, E., & Larkin, R. (2019). How measuring consumer conversations can reveal advertising performance. Journal of Advertising Research, 59(4), 433-439.

Mintz, O., Gilbride, T. J., Lenk, P., &Currim, I. S. (2021). The right metrics for marketing-mix decisions. International Journal of Research in Marketing, 38(1), 32-49.

Pimenta da Gama, A. (2020). How good is the marketing method? Measuring the process and the outcomes. Journal of Business Strategy, 41(6), 57-67.

Saura, J. R. (2021). Using data sciences in digital marketing: Framework, methods, and performance metrics. Journal of Innovation and Knowledge, 6(2), 92-102.

Exam Content

Wk 8 - Summative Assessment: Comprehensive Marketing Plan

Write a clear, comprehensive, and cohesive 2,100- to a 2,450-word integrated marketing plan. Organize your integrated marketing plan using the following sections:

Executive summary

Research

Target markets

Product strategy

Pricing strategy

Communication and promotional strategies

Sales strategy

Distribution strategy

Sales forecast

Conclusion

Appendix

Refer to the Marketing Plan Guidelines as needed. For your marketing plan you should:

Provide an executive summary and explain research methods.

Analyze target markets.

Recommend product and pricing strategies.

Recommend communication and promotional strategies.

Recommend sales and distribution strategies.

Develop a sales forecast.

Explain the viability of the marketing plan.

Note: Be sure to include the sections written in Weeks 3 and 5.

Include an appendix with relevant exhibits of data tables and charts to support your narrative. Use a clear annotation system for numbering and referencing exhibits that makes it easy for the reader to locate the data.

Format your assignment according to APA guidelines.

Submit your assignment. Describe what it means to control the market.

Wk 8 - End-of-Course Reflection

Assignment Content

Create a reflective and applied statement describing how the material from Weeks 5-8 has affected your thought processes, development, and professional disposition. This statement should reflect your personal learning process (challenges, moments of discovery, life experiences, and interactions). You may also include questions for your faculty member about material that may still be unclear. Ideally, you will use these reflections throughout the course and the program to document your development as a scholar, practitioner, and leader, and to reflect critically on the changes that occur during this process.

Submit your assignment.