

Sports/Entertainment and Retail Marketing & Management (Level I)

UNIT/ Weeks	Timeline/Topics	Essential Questions
3	An Overview of Marketing <ul style="list-style-type: none"> • Marketing Management Philosophies • Contrast Sales and Market Orientations 	<ul style="list-style-type: none"> • What does marketing mean to you? • How does marketing impact your everyday life? • Why study marketing? • What is marketing?
3	Strategic Planning for Competitive Advantage <ul style="list-style-type: none"> • Nature of Strategic Planning • Strategic Business Units • Strategic Alternatives • Defining the Business Mission • Conducting a Situation Analysis • Competitive Advantage • Setting Marketing Plan Objectives • Describing the Target Market • The Marketing Mix • Following up on the Marketing Plan • Effective Strategic Planning 	<ul style="list-style-type: none"> • Why is there a marketing mix? • What is the importance of planning? • How does a mission statement shape the way a company conducts its business?
3	Ethics and Social Responsibility <ul style="list-style-type: none"> • Determinants of a Civil Society • The Concept of Ethical Behavior • Ethical Behavior in Business • Corporate Social Responsibility • Arguments for and Against Corporate Social Responsibility • Cause Related Marketing 	<ul style="list-style-type: none"> • How do ethics and social responsibility impact society?
3	The Marketing Environment <ul style="list-style-type: none"> • The External Marketing Environment • Social Factors • Demographic Factors • Growing Ethnic Markets • Economic Factors • Technological Factors • Political and Legal Factors • Competitive Factors 	<ul style="list-style-type: none"> • How do external factors impact marketing?
3	Developing a Global Vision <ul style="list-style-type: none"> • Rewards of Global Marketing • Multinational Firms • External Environment Facing Global Marketers • Global Marketing by the Individual Firm • The Global Marketing Mix 	<ul style="list-style-type: none"> • How does the Global Market impact business and the individual?

3	<p>Consumer Decision Making</p> <ul style="list-style-type: none"> • The Importance of Understanding Consumer Behavior • The Consumer Decision Making Process • Post Purchase Behavior • Types of Consumer Buying Decisions and Consumer Involvement • Factors Influencing Consumer Buying Decisions • Cultural Influences on Consumer Buying Decisions • Social Influences on Consumer Buying Decisions • Individual Influences on Consumer Buying Decisions • Psychological Influences on Consumer Buying Decisions 	<ul style="list-style-type: none"> • What influences impact consumer buying decisions?
3	<p>Business Marketing</p> <ul style="list-style-type: none"> • Business Marketing on the Internet • Relationship Marketing and Strategic Alliances • Major Categories of Business Customers • The North American Industry Classification System • Business vs. Consumer Markets • Types of Business Products • Business Buying Behavior 	<ul style="list-style-type: none"> • What is business marketing? • How is Business Marketing important to our economy?
3	<p>Segmenting and Targeting Markets</p> <ul style="list-style-type: none"> • Market Segmentation • The Importance of Market Segmentation • Criteria for Successful Segmentation • Bases for Segmenting Consumer Markets • Bases for Segmenting Business Markets • Steps in Segmenting a Market • Strategies for Selecting Target Markets • One to One Marketing • Positioning 	<ul style="list-style-type: none"> • How does marketing segmentation impact business?
3	<p>Decision Support Systems and Marketing Research</p> <ul style="list-style-type: none"> • Marketing Decision Support Systems • The Role of Marketing Research • Steps in a Marketing Research Project • Marketing Research on the Internet 	<ul style="list-style-type: none"> • How does marketing research shape a company's decision making?

	<ul style="list-style-type: none"> • Scanner and Machine Based Research 	
3	Product Concepts <ul style="list-style-type: none"> • Types of Consumer Products • Product Items, Lines, and Mixes • Branding • Packaging • Global Issues in Branding and Packaging • Product Warranties 	<ul style="list-style-type: none"> • What is a product? • How do companies create successful products?
3	Developing and Managing Products <ul style="list-style-type: none"> • The Importance of New Products • The New-Product Development Process • Global Issues in New Product Development • The Spread of New Products • Product Life Cycles 	<ul style="list-style-type: none"> • Why do some products fail while others are successful?
3	Service and Nonprofit Organization <ul style="list-style-type: none"> • The Importance of Services • How Services Differ from Goods • Service Quality • Marketing Mixes for Services • Relationship Marketing in Services • Internal Marketing in Service Firms • Global Issues in Service Marketing • Nonprofit Organization Marketing 	<ul style="list-style-type: none"> • How do service and nonprofit organizations impact our economy?