



Sem: SP 2023 **Class Day/Time:** Wednesday, 11:10-12:30/
2:10-3:30/3:40-5:00.

Room: please see your Buckeyelink

Instructor: Maria Landekhovskaya

E-mail: Landekhovskaya.1@osu.edu

Office Hours: By appointment (via Zoom)

Location: <https://osu.zoom.us/my/maria.1>

The instructor can also be reached via LinkedIn (Maria Landekhovskaya)

Course Description: Marketing strategy plays a very important role in any business situation. In order to perform and advance in a marketing profession, you must understand the influence of environmental factors, recognize potential opportunities and threats in the marketplace and use marketing tools, research, and planning to create successful marketing strategies.

Course Format: There are 14 class sessions in this course. Class sessions will include a combination of lectures, case analysis, discussion of assigned articles, current marketing trends/events and group exercises/activities. Please refer to the Course Schedule on page 6 of this syllabus for details about topics and required readings/assignments for each session.

Course Materials:

- You can purchase the CoursePack from Harvard Business School Publishing (HBP) using the link: <https://hbsp.harvard.edu/import/1003851> (\$40.85)
- PharmaSim Simulation: Access details provided to each student by the simulation supplier the first week of classes (\$44.95)

Evaluation Criteria:

Grades will be determined as follows, with a **class average of no more than 3.6 grade points.**

Graded Components	% of Total	Type
Group Final Paper (Apr 24, 11:59 pm)	20%	###
Outline of Final Paper (March 29, 11:59 pm)	11%	###
Final Video (April 18, 11:59 pm)	10%	###
Simulation Presentation (by March 8, 11:59pm)	20%	###
Simulation Result (see class schedule)	10%	###
Attendance (all classes: 2 free classes)	10%	†
Class Contribution	10%	†
Quizzes (random)	9%	†

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N †]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C ##]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O #]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Academic Conduct: If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

University Policies, Services and Resources
go.osu.edu/UPolicies



Fisher Undergraduate Handbook and QuickLinks
www.bsbalinks.com



Fisher Navigator Resource Portal
www.nav-1.com



Learning Goals and Outcomes

Course Goals	Course Outcomes
<p>Goal #1</p> <p>Students will understand key aspects of marketing strategy</p>	<p>a) Students will perform an analysis of the environment using 5C, 5Fs and SWOT tools</p> <p>b) Students will gain insights from research</p> <p>c) Students will determine marketing goals/objectives</p> <p>d) Students will identify different consumer segments and prioritize the target market based on the most relevant criteria</p> <p>e) Students will be able to apply 4Ps to make effective marketing decisions</p> <p>f) Students will be able to design a comprehensive marketing strategy</p>
<p>Goal #2</p> <p>Students will appreciate marketing and will build on marketing theories learned in related classes</p>	<p>a) Students will integrate knowledge from other marketing courses</p> <p>b) Students will explain how various components of marketing interact</p>
<p>Goal #3</p> <p>Students will comprehend current marketing trends and apply marketing strategy creatively in the real world</p>	<p>a) Students will formulate key marketing trends</p> <p>b) Students will experience working as a marketer in different roles and will be able to practice marketing decision-making skills</p> <p>c) Students will be able to understand the importance of creativity in marketing and practice their skills while completing the video assignment</p>
<p>Goal #4</p> <p>Students will appreciate effective collaboration and the value of good communication skills</p>	<p>a) Students will be able to work effectively in teams</p> <p>b) Students will be able to tailor oral communications skills</p>

Graded Component Details

Group Activities:

Group Formation: Working effectively in teams is incredibly important for the success of any business. You will be randomly assigned to a group with 5 members after our first class.

Individual contribution to group exercises: It is expected that all group members will contribute equally to all the group assignments and receive the same grade for the group assignment. In case of significant conflict, it is the responsibility of the group members to let the instructor know early on, so that expectations can be managed. If at least three group members believe a particular individual is not contributing in a satisfactory manner to the group assignments, please draft a joint memo and an Individual Contribution form on Carmen providing details about the issues faced and provide it to the instructor for further action. Individual grades to the group assignment components will be adjusted downwards according to the Individual Contribution form on Carmen if there is evidence of lack of contribution.

1. Group Final Paper (20 % of final grade)

Purpose: To apply key marketing aspects in application to the real business world

Task: The team will prepare a written company analysis, strategic plan, and implementation plan for a “client” firm. This report is due on Monday, April 24, 11:59 PM.

The client can be a firm that is either already in the market or is considering market entry. You may choose a client with whom you can have contact. This may be useful for gathering information. However, you do not need to have any

contact with the client. In either case, you should not let the client direct your analysis, your evaluation of strategic alternatives, or your implementation plan.

A client firm and industry should be selected for which information is available, preferably in trade magazines and business publications like Business Week and Fortune as well as on the internet. Possible industries include gourmet or other specialty frozen foods, wine, retail banking, a software area, a retail segment, a type of restaurant, a type of sports equipment, etc. You may consider a competitive industry that exists completely within a local market, if appropriate.

Please note that this assignment is a research report. It is to be based on multiple information sources of various types. It is not simply a restructuring of information from one or two key sources. As a benchmark, your report should be based on a minimum of **five different information sources**. Further, your sources should include items from the business press, such as WSJ, Business Week, Forbes, etc.

Due Dates:

- The group term project is due in the Carmen dropbox by Monday, April 24 11:59PM, no exceptions.
- Please provide the name of the company your group chooses for the final group project by the end of the class on February 8 (write your team # and information about the client firm and industry selected on Carmen discussion). Two teams within our class will not be allowed to write a report on the same company. Companies are chosen on a first-come first-serve basis.

Project guidelines:

- The strategy term group project should be a maximum of 7 pages of text, using 12-point font and 1.5-line spacing with one-inch margins.
- Please include at least 3 exhibits (made by you/not copied from Internet), graphs and/or other supporting materials (additionally to 10-page limit). All exhibits should be referenced in the text and displayed in order at the end of the report. Please do not use more than 5 pages for all the supporting material. Exhibits and references can be single-spaced.
- Thus, the entire report is a maximum of 12 pages + title page that lists the name of the company analyzed and the names of all team members.
- All external material used in your analysis should be cited in the text and citations should appear at the end of the document and should follow a consistent format (of your choice).
- The outline of structure of your final paper is presented in Appendix I.

Criteria of success: The Group Strategy Project Rubric is published on Carmen and will highlight the key components for evaluation.

2. Outline for the Group Final Paper (11 % of final grade)

Purpose: To make sure that your final project is in progress and you are applying material learned in classes by the middle of semester.

Task: Please submit outline/bullet points for the final project including Situation Analysis, research you used, goals/objectives, STP, 4Ps (please see the outline of structure of your final paper in Appendix I)

Due Dates:

- The outline of the final paper is due in the Carmen dropbox by Wednesday, March 29th 11:59PM, no exceptions.

Project guidelines:

- Create an outline for the key findings you completed related to Situation Analysis, Research, Goals/Objectives, STP, 4Ps.
- All external material used in your analysis should be cited in the text and citations should appear at the end of the document and should follow a consistent format (of your choice).
- The outline of structure of your final paper is presented in Appendix I.

Criteria of success:

- Includes outline for analysis of your firm (5 Cs, 5Fs, PESTEL and SWOT/SWOT maxtrix): 3 points
- SMART marketing goals/objectives are set: 3 points
- Outline for STP and 4Ps: 3 points
- Includes information about research (secondary data/or primary) and sources of information): 2 points.

3. Final Video (10 % of final grade)

Purpose: To practice a creative approach in creating marketing materials.

Task: The team will prepare a video of up to 3 minutes in length, related to marketing strategy of the company you chose for the final project. We will review it together in class.

Due Dates:

- Your video should be submitted on Carmen dropbox or you can provide the link to your YouTube video on Carmen dropbox by Tuesday, April 18, 11:59PM, no exceptions. Please remember that video files are usually very large; so please ensure you have enough time to submit your assignment by the deadline.

Project guidelines:

- I would like you to think outside the box and brainstorm with your team how you can do a creative video that will be related to marketing strategy (whole marketing strategy process or one of the steps) of the company you chose for the final paper, will be memorable and interesting for your target audience. In this case your target audience will be me and other students in the class who will watch your video during our final class.
 - No more than 3 minutes (it can be 1 sec.)!
 - Please make sure that you use a format of video that can be easily played at Fisher classroom (no videos made via powerpoint are allowed).

Criteria of success:

- Within timeframe: 1 points
- Connected to the marketing strategy (whole process or one of the steps): 4 points
- Different/creative. That is hard to measure, but I would like to see that you put some thoughts to differentiate yourself and make it memorable and interesting for the target audience: 5 points.

4. PharmaSim Final Simulation Presentation (20% of final grade)

Purpose: To experience working as a marketer in different roles and to practice marketing decision-making skills

Task: Once all six rounds (0 – 5 rounds) of play have been completed, all groups will prepare a presentation (PPT slides). **You are NOT going to present it during our class time, but we will have a group discussion** and all students should be ready to address questions in class.

Due Dates: Please submit your power point slides on Carmen dropbox by March 8, 11:59 pm.

Project guidelines:

Presentation materials should include (aligned with Appendix 1):

- 5 Cs analysis/based on 5Fs and PESTEL (please include 5Fs and PESTEL)
- SWOT (connected and based on 5Cs)
- Goal/Objectives
- Market Target Audience
- Positioning (include positioning statement)
- Product Formulation (key decisions you made during simulation)
- Pricing (key decisions)
- Promotion (key decisions)
- Place (key decisions)
- Special decisions (what decision you chose and why)
- Key lessons learned / what would you do differently next time

Criteria of success:

Simulation final presentation will be graded based upon the following set of criteria (RUBRIC):

- a) *Organization (10 out of 20)* Included here is whether the presentation is clear, well organized, and covers all the required points (proper and accurate use of frameworks).
- b) *Content (10 out of 20)* Included here is whether the content is error-free, and accurately portrays the team plans and outcomes.

5. PharmaSim Simulation Result (10% of final grade)

Purpose: To experience working as a marketer in different roles and to practice marketing decision-making skills

Task: Using the same teams as those used for your group presentation, each team will discuss issues and strategic opportunities for an online simulation called PharmaSim. Each team will act as its own organization, free to make all decisions on pricing, product lineup, distribution, and promotional elements. A total of six rounds (i.e. years) will be played.

Due Dates: Submission for each of 6 rounds (0-5 rounds) will be Sunday 11:59 pm (except the final round). See class schedule for more details).

Project guidelines:

- Each student will need to get individual access (\$44.95 per student) to the simulation. The introduction email will be sent to you during the first week of classes.
- Each week, a team will play a new round. Each round is equal to one year.
- There are a total of six rounds beginning with period 0.
- Everyone on the team is able to enter decisions, while only the leader can advance to the next round.
- The group is to work together to complete this project (although the 2 practice rounds are completed individually). Please take advantage of practice rounds.
- Groups can divide up work however they deem appropriate, but all should understand the decisions.
- I will make every effort to give your teams time at the end of class periods to meet and catch up on planning and/or address any issues.

Criteria of success:

At the end of the game, teams will receive simulation score based on three parameters:

- ✓ Manufacturer Sales (weighted score 30%).
- ✓ Net Income (weighted score 40%).
- ✓ Stock Price (weighted score 30%).

Individual Activities:

6. Attendance/Presence (10% of final grade):

I will track your attendance in class using Top Hat and/or a physical sign-in sheet. Please make sure that you install Top Hat for our class. This portion of your grade will be calculated as the total number of classes attended divided by the total number of classes in the semester. Additionally, you will receive two free classes where even if you miss class these will not be counted against your attendance grade – any classes missed after the two free classes will lower your attendance grade (unless you can provide strong evidence that you missed three classes for an excused reasons such as a job interview, illness requiring doctor visit, etc.). For example, if there are 14 classes, attending 12, 13 or 14 classes will earn you full attendance points. Any amount below 12 will cause you not to receive full credit for attendance. **You don't need to let me know about missing class since it will be given automatically to every student.** Please monitor your Top Hat account to see that attendance is accurate. Be sure that your first and last name as they appear in Carmen are correct in your Top Hat account. The grade will be put into the gradebook in Carmen at the very end of the term.

7. Class Contribution/Participation (10% of final grade):

An extremely important part of the class will involve your contributions to case discussions. There are many reasons why class participation is weighted at 10% in this class. First, those who prepare the most outside of class and participate most actively in class will be likely to learn the most from the class. Second, they will also contribute greatly to the learning of other students in the class by encouraging thorough discussion of important case-related marketing concepts and issues. To do well in class participation, students must regularly contribute to class discussion by making insightful comments that reflect a careful analysis of assigned material. It is expected that all students will carefully read and analyze each case and article prior to coming to class. I reserve the right to call on students if no one is volunteering and in case it is apparent the student did not read the case and/or article based on the answer, I will not award any contribution credit.

Contribution will be tracked by a set of peer students during the class. I will periodically post the contribution scores to date and will give you time to review them to validate that they are accurate. Once this period has closed, there will be **NO** adjustments to contribution scores (i.e. no adjustments for week 2 activity after the end of class).

I understand that due to time constraints, it may not be possible to speak in every class when the contribution is tracked. Thus, to achieve the full 10% for contribution, you only need to participate by speaking in 70% of the classes. Participating in class can be an intimidating experience, so I will try to help you in any way that I can. Some of our classes will incorporate initial questions that are essentially polls in TopHat. These activities are aimed to initiate discussion and will not go toward your contribution grade. Please make sure you note there is a difference in between the quizzes in TopHat (which could have an impact on your grade) and discussion starter questions (which will not have any impact on your grade).

I also would like to clarify that there are no any make up opportunities for missed classes even if you missed it for excused reason.

8. Quizzes (9% of final grade)

Three random classes with reading assignments will incorporate quizzes in TopHat/Carmen. These activities are aimed to make sure that each of you is fully prepared for discussion. If you answer 60% or more correctly in each quiz, you will receive credit (3 % per quiz). You will receive 0% if you answered less than 60% correctly. If you have an excused reason to miss a class with a quiz you can prepare a half page paper and send it to me via email within 1 week. Please include in your email evidence of your excused absence. Since these are random quizzes, I am not going to provide any information in advance about them. It is your responsibility to check with your classmates or with me right after class to determine if there was a quiz. I reserve the right to determine if a class was missed due to an excused reason or not and thus, not allow the half page paper to substitute for the quiz.

Course Schedule

Date	Topics	Case/Article	Assignments/activities due	Simulation Round
01/11/23	Course Introduction/Syllabus Review			
Situation Analysis and Research				
01/18/23	Simulation Introduction (IMPORTANT: Please follow instruction on Carmen Module section for class #2)	Prepare to discuss PharmaSim Case (see on Carmen as well as you can find it at PharmaSim Simulation).	Due: see Carmen Module for. Class 2	2 Practice Rounds with 120 replays per period (done individually). Available until 11:59 pm on January 31
01/25/23	Situation Analysis (A)	Article: Framework for Marketing Strategy Formation (HBP)	Due: Read and prepare for discussion on reading Use an opportunity to practice simulation individually prior to January 31, 11:59 pm	
02/01/23	Situation Analysis (B)	(Keep discussing Frameworks for Marketing Strategy Formation)	Due: Read and prepare for discussion on reading	Simulation Round 0 Inputs due by 11:59 PM on 02/05
02/08/23	Marketing Goals and Objectives	Article: Chapter 5/Marketing Objectives and Strategy Formation (HBP)	Due: Read and prepare for discussion on reading Due: information about the client firm selected (publish on Carmen discussion by the end of our class)	Simulation Round 1 Inputs due by 11:59 PM on 02/12

02/15/23	Marketing Research	Article: Chapter 3/Marketing Research (HBP)	Due: Read and prepare for discussion on reading	Simulation Round 2 Inputs due by 11:59 PM on 02/19
Segmentation, Targeting and Positioning (STP)				
02/22/23	Segmentation and Targeting	Article: Chapter 4: Consumer Behavior and Target Marketing (HBP)	Due: Read and prepare for discussion on reading	Simulation Round 3 Inputs due by 11:59 PM on 02/26
03/01/23	Work on Simulation			Simulation Round 4* Inputs due by 11:59 PM on 03/05. (Since this whole class is dedicated to Simulation you might want to consider submitting the last decision as well) *round 4 - due Mar 5, 11:59 pm *round 5 - due Mar 8 by the end of the day
03/08/23	Positioning	Article: Positioning: The Essence of Marketing Strategy (HBP)	Due: Final Decision for Simulation Due: Submit the final simulation presentation by March 08, 11:59 pm	Simulation Round 5* (final round/total 6 decisions)
Marketing Mix (4 P's)				
03/15/23	NO CLASS (SPRING BREAK)			
03/22/23	Placement/Simulation discussion		Due: Prepare for discussion on simulation presentation	
03/29/23	Product/Promotion/Pricing	Articles "Pricing Strategy" (HBP)	Due: Read and prepare for discussion on reading Due: Submit outline for the final paper by March 29, 11:59 pm	
04/05/23	Guest Speaker			
Special Topic: Global Marketing				
04/12/23	Global Marketing	Article: "Global Marketing" (HBP)	Due: Submit Final Video by April 18, 11:59 pm	
Team Project presentations /Class Wrap up				
04/19/23	VIDEO Viewing /Class wrap-up		Due: Group Final Paper by April 24, 11:59 pm (Carmen dropbox)	

Additional Policies

Course Technology:

For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu

1. Baseline technical skills for online courses.
 - Basic computer and web-browsing skills
 - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
3. Required Equipment
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

University Policies

Academic Conduct:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's [Code of Student Conduct](#), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the university's *Code of Student Conduct* and this syllabus may constitute "academic misconduct."

Diversity and Inclusion:

Diversity enhances the learning experience by exposing and challenging us to consider, weigh and value the thoughts, experiences and practices of others different from ourselves. We encourage you to explore [ODI's website](#), where you will find a wealth of information on events, activities, programs, opportunities and resources related to diversity and inclusion issues. ODI would love your support and involvement as we strive to make The Ohio State University into a global leader of inclusive excellence for the 21st century.

Health and safety requirements:

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>), which includes wearing a face mask in any indoor space and maintaining a safe physical distance at all times. Non-compliance will result in a warning first, and disciplinary actions will be taken for repeated offenses."

Sexual Harassment:

The [Sexual Misconduct](#) policy applies to Ohio State faculty, staff, students, student employees, graduate associates, appointees, volunteers, vendors, and visitors. The [policy](#) defines sexual misconduct, sexual harassment, and related terms. It also addresses: medium, location, jurisdiction; Title IX coordinator; prohibited romantic and/or sexual relationships; employee duty to act; confidentiality; retaliation; investigation and resolution options; remedies; false

allegations; and use of sexual misconduct allegations in employment or academic actions. FAQs ([General](#)), ([Romantic and/or Sexual Relations](#))

Copyright Policy:

The Higher Education Opportunity Act (HEOA) Plan to Combat Copyright Infringement explains the technical precautions that OSU takes to prevent illegal online sharing of copyrighted materials. Additionally, it outlines the potential consequences from the university and copyright owners for committing copyright infringement over the university's network.

- [HEOA Plan to Combat Copyright Infringement](#): OSU's plan for combating online copyright infringement according to the rules of the Higher Education Opportunity Act. Includes details of institutional penalties for illegal sharing of copyrighted materials over OSU's network.
 - [Responsible Use of University Computing and Network Resources](#): This is the OSU Policy on responsibly using university computer networks.
 - [Virtual Legality - An Overview of Your Rights and Responsibilities in Cyberspace](#): This document, created by OSU legal counsel, outlines the rights and responsibilities of users of the OSU computer network.
 - [Safe Computing](#): The Office of the CIO provides information on a number of issues on safely using the OSU computer network.
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University Services Available to You

Disability Services:

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in [The Office for Disability Services](#) is located in 098 Baker Hall, 113 W. 12th Ave. VRS: 614-429-1334.

Mental Health Services:

Students may experience a range of issues that can create barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce the ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If a student is suffering from any of the aforementioned conditions, there is a broad range of confidential mental health services available on campus via the [Office of Student Life Counseling and Consultation Services](#) (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 1030 Lincoln Tower, Cannon Drive. 24-hour emergency help is also available through the National 24/7 Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org

Learning Resources:

The [Dennis Learning Center's](#) goal is to help support and improve the academic success of Ohio State students through academic coaching, group workshops, and elective courses. We offer free, one-hour appointments in which you can discuss various topics (note-taking, procrastination, test anxiety, exam preparation, time-management, etc.) with an academic coach and create a plan for success. The DLC is located on the 2nd floor of the Younkin Success Center. Visit our [website](#) to learn more." Students may experience a range of issues that can create barriers to learning, such as strained

Office of University Compliance and Integrity:

The Ohio State University established the [Office of University Compliance and Integrity \(OUCI\)](#) to oversee compliance efforts across the university, including compliance in Research, the Medical Center, Athletics, Environmental Health and Safety, Information Security, Title IX, Clery Act reporting, Ohio Public Records law and the Americans with Disabilities Act.

Military Veterans' Services

The Office of Military & Veterans Services is located at 185 Student Academic Services Building (SAS) on 281 W. Lane Ave, 614-247-VETS. Visit the [website](#) to learn more about our office and how we can assist you--please come see us soon.

Appendix 1:

Key Steps /Marketing Plan

Introduction (company summary)

I Situation Analysis

- A. 5Cs Analysis (based on 5Fs and PESTEL)
- B. Identify key opportunities
 - SWOT analysis/SWOT matrix (MAKE SURE THAT YOUR SWOT IS BASED ON 5Cs)
- C. Set marketing goals/objectives (should be aligned with corporate/business goals)

II Segmentation, Targeting, and Positioning

- A. Identify Relevant Markets and Segments
- B. Select Target Markets and Target Segments
- C. Develop Positioning Statement

III. Determine Marketing Mix Alternatives (current situation for your client is described in Analysis part. This part is your recommendations for 4Ps (based on analysis), that will help you to reach your goals and objectives

- A. Product (Goods and/or Services)
- B. Price
- C. Place (Distribution)
- D. Promotion

IV Implementation and Control

- A. Marketing metrics (identify metrics/KPI how you are going to assess the success of your project. PLEASE MAKE SURE THAT YOUR METRICS ARE ALLIGNED WITH YOUR GOALS!)
- B. Timing and Next Steps

Task	Next Steps	Timing	Responsible
Example: Develop web-site	Choose agency	By Q1	Marketing/Finance/Legal Departments
	Launch web-site	By Dec 2024	Marketing Manager/IT manager