

# Foundations and Strategies of Marketing

## Month One Content:

### Overview of Digital Marketing:

- Identify main course details and objectives including certificate program, Facebook partnership, expectations and final presentation.
- Use primary features of the platform.
- Define marketing as a function of business that defines and delivers value for company or product
- Describe the advantages of digital marketing over traditional marketing
- Recognize the range of skills that are important in various digital marketing roles

### Digital Marketing & Business Fundamentals

- Define digital marketing
- Identify various types of digital marketing
- Describe how various digital marketing workplaces differ from one another
- Interpret organizational charts to determine hierarchical and team structure at a company.
- Explain how roles and departments work together based on a given organizational chart.
- Describe how the size of a company and organizational structure impact the experience of a digital marketer.
- Identify the stages of a business lifecycle: startup, growth, maturity, decline.
- Describe the difference between B2B and B2C business models.
- Match primary marketing goals to various business scenarios.
- Describe why a given business should pursue a certain primary marketing goal.
- Identify action steps a company might take based on a given marketing goal.

### The 4 Ps of Marketing & Unique Value Propositions

- Identify the key components of the PACE framework (Product & Positioning, Advocacy, Customer Journey, and Evaluation)
- Identify how the PACE framework guides the development of marketing plans and campaigns.
- Sequence the steps in the PACE framework to create a marketing plan.
- Define the 4 Ps (product, price, place, and promotion) of marketing.
- Provide examples of the 4 Ps in the context of a business.
- Define a unique value proposition (UVP).
- Write a UVP for a company.



### SWOT Analysis

- Identify the components, benefits, and limitations of a SWOT analysis.
- Analyze the contribution of a SWOT analysis to the creation and execution of a marketing plan.
- Explain how a SWOT analysis can help inform a marketing plan.
- Conduct a SWOT analysis for an example company.
- Identify action steps that should be performed based on a company's SWOT analysis.
- Determine which action steps should be prioritized by a business based on its goals and resources.

### Brand Positioning Strategy

- Define brand positioning.
- Identify steps that a marketing team might take to develop a strong brand positioning strategy.
- Differentiate between the concepts of direct competitors and indirect competitors.
- Identify a company's top competitors by conducting online market research.
- Conduct a competitive analysis that includes a company's competitors' key strengths and weaknesses.
- Create a brand positioning map that illustrates the advantages a company has over its competitors.
- Write a brand positioning statement that communicates a company's unique value for a target market.
- Identify key parts of a centrality-distinctiveness map.

### Targeting & Segmentation

- Describe primary and secondary market research methods
- Identify the value and drawbacks of specific primary and secondary research methods.
- Explain the importance of segmentation to digital marketing.
- Describe four primary methods of segmentation: demographic, geographic, psychographic, and behavioral.
- Describe different marketing strategies: undifferentiated marketing, differentiated marketing, concentrated marketing, and micromarketing.
- Create a segmentation tree to identify a target market.
- Develop a persona for a target segment using primary and secondary research methods.

### The Customer Journey & Marketing Channels

- Describe stages in the customer journey and their relevance to digital marketers.
- Differentiate between the various categories of marketing channels: online, offline, paid, owned, and earned.
- Distinguish between outbound and inbound marketing efforts.
- Determine appropriate marketing channels based on a customer journey and persona.
- Explain a company's rationale for using a certain marketing channel.
- Recognize how marketing channels work together to create an effective campaign.





### Marketing Objectives & Measurement

- Recognize the purpose of setting objectives and planning backwards in order to achieve goals.
- Assess whether an objective is SMART (specific, measurable, achievable, relevant, time-based).
- Describe the purpose of measuring digital marketing efforts.
- Define key metrics and KPIs commonly used in digital marketing.
- Explain how metrics align with KPIs.
- Explain how KPIs align with goals.
- Produce a marketing objective with a supporting KPI.

### Presentation & Module Wrap Up

- Synthesize key course learnings by preparing a final presentation.

