



**Office of Professional & Continuing Education
301 OD Smith Hall | Auburn, AL 36849**

<http://www.auburn.edu/mycaa>

Contact: Shavon Williams | 334-844-3108; szw0063@auburn.edu

Auburn University is an equal opportunity educational institution/employer.

Education & Training Plan **Marketing Professional Certificate Program with Externship**

Student Full Name: _____

Start Date: _____ End Date: _____

Program includes National Certification & an Externship Opportunity
Mentor Supported

Marketing Professional Certificate Program with Externship

Course Code: AU-B-MKTG
Program Duration: 6 Months
Course Contact Hours: 375
Student Tuition: \$3,799

The Marketing Professional

No matter how great the product or how brilliant the management, no good business can succeed without a sound and effective marketing strategy. Professionals in this field understand consumers, how to reach consumers and how to put a product in the best light possible for sales. Anyone can master the fundamentals of business and management, but it's important to sustain that business by translating your skills into sales through marketing. Successful sales initiatives require sound marketing strategy to effectively explain the benefits of your product or service to exactly the customers who will keep your business going for years to come.

The Marketing Professional Program

The Marketing Professional program outlines for students current theories of marketing, their effective application and concepts important to marketing goods and services, identifying and further defining target customers, targeting those customers and really reaching them through your messaging from both a domestic and global perspective. Students will explore the elements of market research, identifying target customers, branding, pricing, developing product offers, and developing marketing communications for various distribution channels. Students will examine marketing critically from the perspective of the consumer, the overall economy, and technology as well as the legal and ethical issues that arise to ensure responsible marketing. This program provides students with a view of the principle areas of marketing. It explores the factors influencing how marketing decisions are made, including the impact of marketing decisions on an organization and its customers. Students will gain a working knowledge of practical marketing and business vocabulary.

Education and National Certifications

- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
 - **Microsoft Office Specialist (MOS) Certification Exam.**

Program Objectives

At the conclusion of this program, students will be able to:

- Evaluate the primary components of a marketing plan from strategic, functional, and operational perspectives
- Analyze how the characteristics of the business environment can impact marketing decisions
- Analyze the possible impacts of marketing research on a business plan
- Evaluate how consumer characteristics and behavior affect marketing strategies
- Compare B2B and consumer markets
- Compare various considerations in product and services marketing
- Analyze how integrated marketing communications (IMCs) are developed and implemented
- Analyze the considerations and process of creating a pricing strategy
- Distinguish marketing channel options, considerations, and interactions
- Use Microsoft Office

National Certification

Upon successful completion of this Auburn University program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at Auburn University will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Auburn University works with each student to complete the exam application and register the student to take their national certification exam.

Externship / Hands on Training / Practicum

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location. Auburn University works with national organizations and has the ability to place students in externship opportunities nationwide.

Auburn University contact: If students have any questions regarding this program including national certification and externships, **they should call Shavon Williams of Auburn University at | 334-844-3108 or via email at szw0063@auburn.edu**

Note: No refunds can be issued after the start date published in your Financial Award document.

About Auburn University!

Welcome to Auburn University! Auburn University was established in 1856 as the East Alabama Male College, 20 years after the city of Auburn's founding.

OUR MISSION: The Office of Professional and Continuing Education (OPCE) makes the educational resources of Auburn University available for non-credit education programs and conferences designed to promote lifelong learning, regardless of age, interest, or location. Our programs fall into five general categories: Professional Development, Certificate Programs, Personal Enrichment, Summer Youth Programs, and Conferences.

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Auburn University and Pearson Education

The Auburn University's Office of Professional and Continuing Education eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at www.pearson.com.

About Pearson Education

Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

Marketing Professional Program Detailed Student Objectives:

INTRODUCTION TO MARKETING

- Define marketing
- Describe the "4 P's" of marketing
- Describe a company's perspective of value
- Describe a customer's perspective of value
- Analyze the role marketing plays in an organization
- Generalize the types of decisions marketers make
- Analyze how ethical considerations impact marketing strategies

STRATEGIC PLANNING

- Analyze the roles and impact of strategic, functional, and operational marketing planning within an organization
- Outline the planning process of creating a marketing plan
- Explain the important considerations in implementing a marketing plan

NYSE: ANALYZING THE BUSINESS ENVIRONMENT

- Interpret how the economic, political, and legal environments could affect a marketing strategy
- Interpret the marketing implications of the technological environment
- Describe how and why the competitive environment drives marketing decisions
- Explain how an understanding of a target customer base affects marketing decisions
- Explain how supplier considerations affect marketing decisions
- Analyze how the internal operating environment of one's own company may affect marketing decisions

MARKET RESEARCH AND INTELLIGENCE

- Define market research and intelligence
- Identify different ways in which market research findings are used
- Describe market research methodology
- Categorize primary and secondary data
- Contrast qualitative and quantitative data
- Describe how marketing research data is analyzed and interpreted

MARKET ANALYSIS AND STRATEGY

- Explain the concept of market segmentation
- Define targeting
- Differentiate various targeting strategies
- Illustrate examples of market positioning and differentiation
- Define positioning and differentiation
- Analyze different approaches to Customer Relationship Management (CRM)
- Define Customer Relationship Management (CRM)

CONSUMER BEHAVIOR

- Outline the consumer decision process
- Explain each step of the consumer decision process
- Describe how consumers' social and cultural behaviors affect marketing
- Describe how consumers' personal characteristics affect marketing
- Identify product adoption rates and processes

B2B MARKETING

- Describe the B2B market structure
- Distinguish derived, inelastic, fluctuating, and joint demand
- Identify B2B straight rebuy, modified rebuy, and new buy situations
- Describe the importance of buying centers in B2B transactions
- Explain the purchaser decision process in B2B marketing
- Compare how business purchasing decisions are made with how consumer purchasing decisions are made

PRODUCT DEVELOPMENT AND MANAGEMENT

- Identify the steps in new product development
- Define the stages of the product life cycle
- Compare organizational options for product development and management
- Explain product packaging and labeling considerations

SERVICES MARKETING

- Compare differences in service marketing and product marketing
- Define key characteristics of services in the market
- Identify types of services
- Explain the meaning of "services continuum"
- Contrast core and augmented services
- Produce examples of internet services from both consumer and B2B perspectives
- Articulate how the buyer characterizes services in terms of quality
- Explain the process of quality problem identification

INTEGRATED MARKETING COMMUNICATION

- Define integrated marketing communication (IMC)
- Show how advertising can be used as part of a promotion
- Show how PR can be used as part of a promotion
- Show how personal selling, sales promotions, and direct marketing can be used as part of a promotion
- Explain the importance of each phase in the development of an IMC plan
- Explain the use of viral and guerilla marketing

PRICING

- Explain demand, customer value, cost, and competition based pricing
- Outline the pricing process
- Describe considerations for each step of the pricing process
- Describe considerations when developing a pricing strategy for a product line
- Explain price adjustment considerations
- Compare psychological, ethical, and legal considerations in pricing strategies

MARKETING CHANNELS AND SUPPLY CHAINS

- Identify different types of distribution channels
- Describe the concept of a supply chain
- Identify likely members of a given distribution channel
- Show how distribution channels can be organized
- Show how distribution channels can be managed
- Evaluate the effectiveness of a distribution channel strategy

Note: This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.

MICROSOFT OFFICE Module

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

Note: Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

System Requirements:

Windows Users:

- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

Mac OS User:

- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

iPad Users:

- Due to Flash limitations, eLearning programs are NOT compatible with iPads

Screen Resolution:

- We recommend setting your screen resolution to 1024 x 768 pixels.

Browser Requirements:

- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

Suggested Plug-ins:

- Flash Player
- Real Player
- Adobe Reader
- Java