



Course Syllabus
SEMESTER
School of Business, Hospitality Management and Public Safety _

<i>Course Name:</i>	Marketing Planning & Management
<i>Course & Section Number:</i>	MKT 210-XXX
<i>Meeting Day(s) & Time(s):</i>	
<i>Credits:</i>	3
<i>Contact Hours:</i>	3
<i>Text:</i>	N/A
<i>Instructor's Name:*</i>	
<i>Office Hours & Location:</i>	
<i>OCC Phone:</i>	
<i>OCC Email:**</i>	
<i>Additional Contact Information:</i>	

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so I can use it. (Optional)

**Please use only Owens email for course communications.

Catalog description: Serves as a capstone course to allow the student to apply marketing skills acquired in previous coursework toward the preparation of a complete marketing plan. Working in teams, students will research and develop a complete marketing plan, which includes an industry and market analysis, preparation of a market strategy and presentation of the marketing plan.

Prerequisites: MKT 101

Course Materials:

This course is an Open Education Resource type of course and in this case, there is no textbook but rather the use of outside materials of current vintage will be used in the place of a textbook.

You will need access to a computer, reliable Internet connection, and capability to create Microsoft Word documents.

What You Will Learn in the Course

Course Objectives:

1. Understand the marketing planning process.
2. Understand the components of situational analysis.
3. Research/develop a complete product/service analysis.
4. Review market strategy options.
5. Develop a market strategy.
6. Develop preparation/presentation skills.
7. Acquire the skills to create a detailed marketing plan.

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
1. Demonstrate an understanding of the ethical, legal and social responsibilities of a marketer.	Marketing Plan
2. Demonstrate the ability to develop and maintain customer relationships.	Marketing Plan
3. Demonstrate the ability to collect market information and analyze the results.	Marketing Plan
4. Demonstrate mastery of online, offline, and hybrid / integrated marketing techniques.	Marketing Plan

Technology, Lab, and File Requirements:

Computer

Internet Access

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for

accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's [Anti-Discrimination and Harassment Policy](#) and the College's [Title IX Policy](#)/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI:

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Student Responsibilities:

Assignment Submission: All assignments are to be submitted on Blackboard. **Assignments will be due by TIME on the listed due date.**

Late Submissions: Late Submissions will be subject to point deductions at my discretion.

Communication with instructor: The best way to reach me is via email. I also have office hours listed below and at the top of this syllabus. Please contact me or the business school to make an appointment.

- **WEEKLY ANNOUNCEMENTS:** I will post an announcement with updates from previous weeks and list what assignments are due for the current week. It is very important that you read the weekly announcements to ensure you are caught up.

Attendance: This class is entirely online but you are expected to log in at least 2-3 times a week.

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

Grading: Assignments and Tests will be graded within one week of the posted due date. Late assignments will be graded within two weeks from the submitted date.

Make-Up Policy: I will allow assignments to be made up if you have contacted me at least 24 hours prior to the posted due date explaining why you are unable to meet the deadline.

Email Response: Monday- Friday I will try to respond within 24 hours. On weekends I will respond within 48 hours. When emailing me please include your course and section number.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Value
External Client Marketing Plan	SLO #1, #2, #3, and #4	1000 points
Marketing Plan Presentation	SLO #1, #2, #3, and #4	400 points
Project Milestones & Checkpoints (Situation Analysis, SWOT, Objectives, Strategy, Budget, KPI's)	SLO #1, #2, #3, and #4	700 points
Weekly Assignments/In-Class Activities	SLO #1, #2, #3, and #4	300 points
Professionalism, Participation & Peer Collaboration	SLO #1, #2, #3, and #4	150 points
Individual Reflection		150 Points
Total		2700 points

The final course grade is to be computed using the following weights.

Grading Scale

Grade	Points
A	2430-2700
B	2160-2429
C	1890-1889
D	1620-1889
F	0-1619

External Client Marketing Plan (Written) – 1,000 Points

Students will work in a cohort to develop a comprehensive, professional marketing plan for an external company. The plan will include situation analysis, market research, strategy, marketing tactics, budget, implementation timeline, and evaluation metrics. This assignment assesses students' ability to apply marketing planning concepts to a real-world business context.

Marketing Plan Presentation (Group) – 400 Points

Student cohorts will deliver a formal presentation of their marketing plan, simulating a professional client pitch. The presentation will clearly communicate strategic recommendations, rationale, and expected outcomes. Emphasis is placed on clarity, professionalism, teamwork, and effective communication.

Project Milestones & Checkpoints – 700 Points

Throughout the semester, cohorts will submit structured project components tied to specific stages of the marketing plan (e.g., situation analysis, SWOT, objectives, strategy, budget, and KPIs). These checkpoints ensure steady progress, allow for instructor feedback, and reduce last-

minute project completion.

Weekly Assignments & In-Class Activities – 300 Points

These assignments include short written exercises, discussions, and in-class activities that reinforce marketing plan concepts during the foundational weeks and throughout the project phase. Participation and timely completion are required to receive full credit.

Individual Reflection (Client Project) – 150 Points

Each student will complete an individual reflection at the end of the semester analyzing their learning experience, contributions to the cohort project, challenges encountered, and skills developed. This assignment emphasizes critical thinking and personal accountability.

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	SEMESTER book voucher ends
DATE	Last day of Classes
DATE	Commencement

Tentative Class Assignments:

Week	Topic	Due Dates
1	What Is a Marketing Plan? Purpose and structure of a marketing plan How marketing plans support business strategy Overview of external client project & expectations In-Class: Review sample marketing plans (good vs. bad) Assignment: Marketing Plan Outline + Reflection	Due DATE
2	Situation Analysis & Market Research Company overview & industry context Market research fundamentals Customer analysis In-Class: Walk-through of Situation Analysis section Assignment: Situation Analysis Practice (Mini Case)	Due DATE
3	Strategy Development SWOT analysis Segmentation, Targeting & Positioning Writing strategic recommendations In-Class: SWOT + positioning workshop Assignment: Strategy Section Draft (Mini Case)	Due DATE
4	Tactics, Budgeting & Measurement Marketing mix decisions Budget basics & timelines KPIs and evaluation	Due DATE

Week	Topic	Due Dates
	In-Class: Full marketing plan walkthrough (section by section) Assignment: Marketing Plan Foundations Quiz OR Short Written Assessment	
5	Client Introduction & Cohort Formation External company briefing Project scope, goals, constraints Cohort structure & collaboration expectations In-Class: Client Q&A + cohort planning Assignment: Cohort Charter & Work Plan	Due DATE
6	Client Situation Analysis Company background Industry & competitive analysis Customer insights In-Class: Research lab Deliverable: Situation Analysis (Client)	Due DATE
7	Market Research & Customer Personas Primary vs. secondary research Persona development In-Class: Persona workshop Deliverable: Target Market & Personas	Due DATE
8	SWOT & Strategic Direction Internal and external analysis Strategic priorities In-Class: SWOT review + feedback Deliverable: SWOT & Key Strategic Insights	Due DATE
9	Chapter 9: People vs Strategy:	

Week	Topic	Due Dates
	Managing Service Employees Activity: “Service Bottleneck Detective” Assignment: Write a plan using demand-shifting strategies (e.g., incentives, staffing).	Due DATE
10	Marketing Strategy Value proposition Competitive advantage In-Class: Strategy critique session Deliverable: Marketing Strategy Section	Due DATE
11	Marketing Tactics (The 4 Ps / IMC) Product/service strategy Promotion & channels In-Class: Tactics workshop Deliverable: Marketing Mix & IMC Plan	Due DATE
12	Budget, Timeline & Resources Budget allocation Implementation schedule In-Class: Budget lab Deliverable: Budget & Implementation Plan	Due DATE
13	Measurement & Control Activity: “Fix This Fail” Roleplay KPIs and success metrics Risk management In-Class: KPI alignment exercise Deliverable: Measurement & Control Section	Due DATE
14	Final Presentations Presentations to class (and client, if applicable) Deliverable: Final Presentation	Due DATE

Week	Topic	Due Dates
15	Lessons learned Working with clients & teams Career applications Deliverable: Final Written Marketing Plan + Individual Reflection	Due DATE
16	Finals Week	Due DATE
	Graduation	

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.