# Pacing Guide: Fundamentals of Marketing and Business Communication

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<th>Week</th>
<th>Topic</th>
<th>Summary of Resources and Activities</th>
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| 1    | Planning for Success | 1. Familiarize yourself with the learning resources  
2. Watch [MKC1 – Getting Started Video](#) |
|      | Strategic Planning   | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 2 (“Strategic Planning”)](#) |
|      | Market Orientation   | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 1 (“What is Marketing”)](#) |
|      | Marketing Environment| 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 2 (“Strategic Planning”)](#)  
   - Focus on section 2 and section 3 |
|      | Market Analysis      | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 2 (“Strategic Planning”)](#)  
   - Focus on section 3.  
2. Review [Study Questions – Comp D](#)  
3. Review [Study Questions – Comp A](#) |
| 2    | Marketing Segmentation and Target Markets | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 5 (“Market Segmenting, Targeting, and Positioning”)](#) |
|      | Positioning          | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
   - [chapter 5 (“Market Segmenting, Targeting, and Positioning”)](#)  
   - Focus on section 4 and section 6 |
| 3    | Market Research      | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*: |
| 4 | Consumer and Business Customers | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 3 ("Consumer Behavior: How People Make Buying Decisions")  
  - chapter 4 ("Business Buying Behavior") |
| 5 | Product Strategy | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 6 ("Creating Offerings")  
  - chapter 7 ("Developing and Managing Offerings") |
| 6 | Place (Distribution) Strategy | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 8 ("Using Distribution Channels to Create Value for Customers")  
  - chapter 9 ("Using Supply Chains to Create Value for Customers") |
| 7 | Price Strategy | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 15 ("Price: The Only Revenue Generator") |
| 8 | Promotion Strategy | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 11 ("Advertising, Integrated Marketing Communication and the Changing Media Landscape")  
  - chapter 12 ("Public Relations and Sales Promotion")  
  - chapter 13 ("Professional Selling") |
| 9 | Ethical Considerations | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:  
  - chapter 14 ("Customer Satisfaction, Loyalty, and Empowerment") |
| Communication Processes | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*: |
| 10 | Oral Communication Skills | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:
  - chapter 17 ("Effective Business Communication")
  - chapter 18 ("Understanding Your Audience")
  - chapter 20 ("Developing Business Presentations")
  - chapter 21 ("Nonverbal Delivery")
  - chapter 22 ("Organization and Outlines")

| 11 | Cross Cultural Communication | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:
  - chapter 23 ("Intercultural and International Business Communication")

| Business Messages | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:
  - chapter 19 ("Writing Preparation")

| 12 | Organizational Communication | 1. Read the following chapter and complete the associated activities in *Principles of Marketing and Business Communication*:
  - chapter 24 ("Group Communication, Teamwork, and Leadership")

| Final Steps | 1. Prepare for and take the assessments for this course. |