



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Market Planning
Course Number: MKT229

Required Materials

Textbook(s): No textbook required
Required Readings: None
Additional Materials: None

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

Week	Chapter/Topic/Lab
1	Unit 1: Product Selection
2	Unit 2: Market Research, Create a Draft of your Market Research
3	Submit your Market Research
4	Market Research Peer Review
5	Update/Finalize your Market Research & Submit
6	Unit 3: SWOT Analysis, Create a Draft of your SWOT Analysis
7	Submit your SWOT Analysis
8	SWOT Analysis Peer Review
9	Update/Finalize your SWOT Analysis & Submit
10	Unit 4: Product Marketing, Create a Draft of your Product Marketing
11	Submit your Product Marketing
12	Product Marketing Peer Review
13	Update/Finalize your Product Marketing & Submit
14	Unit 5: Product Strategy, Create a Draft of your Product Strategy & Submit
15	Product Strategy Peer Review
16	Submit your Product Strategy

Week	Chapter/Topic/Lab
1	Unit 1: Product Selection, Unit 2: Market Research, Create a Draft of your Market Research & Submit
2	Unit 2: Market Research cont., Update/Finalize your Market Research & Submit
3	Unit 3: SWOT Analysis, Create a Draft of your SWOT Analysis & Submit
4	Unit 3: SWOT Analysis cont., Update/Finalize your SWOT Analysis & Submit
5	Unit 4: Product Marketing, Create a Draft of your Product Marketing & Submit
6	Unit 4: Product Marketing, Update/Finalize your Product Marketing & Submit
7	Unit 5: Product Strategy, Create a Draft of your Product Strategy & Submit
8	Unit 5: Product Strategy, Update/Finalize your Product Strategy & Submit