

ABSTRACT

USE OF THE PREPARATION OF A MARKETING PLAN FOR A NEW PRODUCT AS AN INSTRUCTIONAL TOOL IN MARKETING COURSES

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This paper discusses the marketing plan as a pedagogical tool in marketing classes. Research is cited indicating the importance of the marketing plan in industry. Advantages of the marketing plan as an instructional tool are stated involving student experience in environmental scanning, in developing marketing objectives and goals, in incorporation of all elements of the marketing mix with an overall integrated strategy, in development of controls, in attribution and application of marketing techniques, theories and concepts, and in the motivation provided by the real world aspects of introducing a new product into the marketplace. The paper then discusses implementation of a marketing plan requirement for a new product or service in an undergraduate course in marketing management. Various instructional sets are described in detail and the results from student evaluations of different sets used in ten

courses over a six year period are analyzed. The research focuses on three questions from the student evaluations thought to be relevant to the marketing plan requirement: Did you learn something considered to be valuable?, How did this course compare with other courses?, Course materials were well prepared and explained. All scores for these questions are based on a five point scale with 1 = very poor, 2 = poor, 3 = medium, 4 = good, and 5 = very good. The changes in evaluation scores corresponding to inclusion or exclusion of each instructional set are noted. The latest additions to instructional sets which have not yet been tested are described. It is concluded that use of the marketing plan as an instructional tool makes a major contribution to the learning process, although certain combinations of instructional sets are more suited than others to achieving this goal.