# Collection of Assignments and Discussions for Waymaker Courses

We are in the process of curating and developing a collection of assignments and discussions for Waymaker courses so that faculty and institutions may choose from a variety of options beyond those provided as performance assessments. This collection includes activities identified, adapted and developed by faculty members teaching with Waymaker as well as by designated subject matter experts and Lumen Learning staff. This process includes:

* Identifying key areas of the course where students would benefit most from the additional application and practice provided by course assignments such as problem sets
* Identifying existing assignments and discussions that align with primary learning outcomes in Waymaker courses
* Where appropriate, adapting existing activities and developing new activities
* Using available tools to create an optimal learning experience for students; for example, using an online math education system to provide algorithmically-generated problem sets for students to practice and get immediate feedback on their work
* This section of Faculty Resources provides access to assignments and discussions available to date.

If you have assignments or discussions you would like to contribute, please send them with an explanatory message to [share@lumenlearning.com](mailto:share@lumenlearning.com). Be sure to mention which course and learning outcome(s) they align with when you send a message.

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# Alternate Discussions for Waymaker Principles of Marketing

**Instructor Note:**

Sample discussions are provided in this document. Because they are openly licensed, you may use them as-is, modify them, or use something completely different in your classes. Follow LMS instructions to create discussions in your LMS. Then copy the content for each sample discussion into your LMS discussion tool.

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Discussion: Self-Introduction

*Intended Placement: Module 1–Role of Marketing*

Step 1: Biography

Please share with us a biography that includes the following items:

1) Your name, academic major, career plans  
2) Personal interests, sports or hobbies  
3) Favorite restaurant or retail store, and why you like it  
4) "If I could market any product or service, it would be \_\_\_\_\_\_\_\_\_\_\_!" (fill in the blank)  
5) A country or place you would like to visit

Step 2: Respond to Classmates’ Posts

After you have created your own post, look over the discussion forum posts of your classmates and respond to at least two of them.

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Discussion Forum: Self Introduction. **Authored by**: Lynne Munoz. **Provided by:** Everett Community College. **License**: CC BY: Attribution

Discussion: Analyzing Social Responsibility

*Intended Placement: Module 5–Ethics & Social Responsibility*

Instructions

Please respond to two (2) of the five questions posted below. Write a substantial paragraph that contains your opinion along with support from the text or related research/readings.

Part 1: Social Responsibility, Ethics and the Marketing Environment

1. *Multiculturalism and Ethnic Markets* - Explain the importance to marketing managers of multiculturalism and growing ethnic markets.
2. *External Environment of Marketing* - Discuss the external environment of marketing and explain how it affects a firm.
3. *Ethics in Business* - Describe the role of ethics and ethical decisions in business.
4. *Sustainability and Social Responsible Companies* - The concept of sustainability is that socially responsible companies will outperform their peers by focusing on the world’s social problems and viewing them as an opportunity to earn profits and help the world at the same time. Do you think companies that focus on sustainability will be more successful than their competitors?  Why or Why not?
5. *Corporate Social Responsibility* - Explain the components of Corporate Social responsibility.

Part 2: Respond to Classmates’ Posts

After you have created your own post, look over the discussion forum posts of your classmates and respond to at least two of them.

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Discussion: Color and Marketing

*Intended Placement: Module 9–Branding*

Part 1: Color and Marketing

Color and color schemes matter in marketing--especially when it comes to branding your company, product, service and overall image!

Check out [colormatters.com (Links to an external site.)](https://www.colormatters.com/color-and-marketing)

Select one of the articles from the menu tab Color and Marketing. **Write a substantial paragraph about how you could use color to improve the brand image of the client/team project you are working on**..

Part 2: Respond to Classmates’ Posts

After you have created your own post, look over the discussion forum posts of your classmates and respond to at least two of them.

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Discussion: Favorite Retail Store

*Intended Placement: Module 11–Pricing Strategies*

Part 1: Favorite Retail Store Branding

Visit the Web pages for one of your favorite retailers to see if they have been able to re-create the store atmosphere on the Internet. Write a paragraph on the level of consistency in the online and physical environments. Be sure to include the link so we can visit the site too.

Part 2: Respond to Classmates’ Posts

After you have created your own post, look over the discussion forum posts of your classmates and respond to at least two of them.

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Discussion: Analyzing Integrated Marketing

*Intended Placement: Module 13– Promotion: Integrated Marketing Communications*

Part 1: Favorite Marketing Commercial or Advertisement

Post a link to your favorite or least favorite radio, TV, or print/photo advertisement or commercial. After posting the location for others to review, be sure to include the following information with the link:

1. What company and product or service does the ad focus on?
2. What do YOU like about the ad?
3. Describe the demographics of the intended target market or niche.
4. What makes this ad effective or not effective?

Part 2: Respond to Classmates’ Posts

After you have created your own post, look over the discussion forum posts of your classmates and respond to at least two of them. Enjoy the conversation and diverse perspectives--you may even have some good laughs depending on the ads your classmates post!

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