

Course Learning Outcomes for Unit II

Upon completion of this unit, students should be able to:

1. Explain the concept of value proposition.
 - 1.1 Examine how value proposition has evolved over time, changing consumer behavior.

Course/Unit Learning Outcomes	Learning Activity
1.1	Unit Lesson Video: <i>The Age of Big Data</i> Video: <i>Spring: Supermarket Secrets</i> Video: <i>Creating Your Brand Proposition</i> Article: "North Americans Feel Better About Hotels Than Ever. The Goodwill is Unlikely to Last" Unit II Essay

Reading Assignment

In order to access the following resources, click the links below. Note: The transcript for each video is available to view and/or print by clicking on the "Transcript" tab on the right side of the video page.

You are only required to view the following portion of the video below: Segment 10 titled "Analyzing Consumer Behavior" (2:43 in length).

Cook, N. (Producer). (2013). *The age of big data* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=55683&luid=246605>

You are only required to view the following portion of the video below: Segment 6 titled "Tracking Consumer Behavior" (3:09 in length).

Herbert, M. (Producer). (2013). *Spring: Supermarket secrets* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=55766&luid=247583>

North Americans feel better about hotels than ever. The goodwill is unlikely to last: Future reservations (2016, July 18). *The Economist*. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://search.proquest.com.libraryresources.columbiasouthern.edu/abicomplete/docview/1805954611/fulltext/D41E89BD9BFF4A3CPQ/8?accountid=33337>

You are required to view the video below in full (10:23 in length).

Seven Dimensions (Producer). (2015). *Creating your brand proposition* [Video file]. <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=93349>

Unit Lesson

Click [here](#) to access the Unit II Lesson presentation. (Click [here](#) to access the PDF version of this presentation.)