

**MARKETING MANAGEMENT**  
**COURSE CODE: 5431**

**COURSE DESCRIPTION:** This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the marketplace.

**OBJECTIVE:** Given the opportunity to participate in essential learning experiences in the classroom, including the use of the necessary equipment, supplies, and facilities, the student will be able to complete the following core standards.

**COURSE CREDIT:** 1 unit

**PREREQUISITE:** Marketing

**RECOMMENDED GRADE LEVEL:** 11-12

**COMPUTER ACCESS REQUIRED.**

**A. SAFETY**

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

**B. STUDENT ORGANIZATIONS**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

**C. TECHNOLOGY KNOWLEDGE**

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.

4. Explain the consequences of social, illegal, and unethical uses of technology, e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment.
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

#### **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

#### **E. PROFESSIONAL KNOWLEDGE**

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

## **F. PROFESSIONAL DEVELOPMENT**

1. Explain the role of leadership and supervision in marketing management.
2. Perform tasks related to leadership and supervision in marketing management.
3. Identify characteristics of an effective supervisor.
4. Explain the types of leadership styles.
5. Identify the management functions.
6. Explain ways to develop a positive working environment and positive peer relationships.
7. Demonstrate how to complete job tasks.
8. Plan, organize, and conduct staff meetings.
9. Explain management's role in customer relations.
10. Explain the importance of a professional attitude.
11. Discuss the importance of business communication.

## **G. ORGANIZATIONAL SKILLS**

1. Define the steps involved in planning.
2. Explain the importance of planning.
3. Develop a personnel organization plan.
4. Assign responsibilities.
5. Delegate authority.
6. Explain time management principles.
7. Use time management principles.
8. Explain the concept of dealing with stress management.

## **H. INFORMATION MANAGEMENT**

1. Explain the importance of marketing information.
2. Identify sources of marketing information.
3. Define demand analysis.
4. Explain how one would use information from demand analysis in marketing.
5. Define sales potential.
6. Describe the use of sales forecasting in marketing, including estimating sales in dollars or units for a specific time period.
7. Analyze the environments in which business operates.
8. Explain the importance of marketing research.
9. Explain primary marketing information.
10. Explain secondary marketing information.
11. Explain the steps of the marketing research process.
12. Define market share.
13. Identify factors that affect market share.

## **I. PROMOTION**

1. Describe types of sales promotion.
2. Describe the role of personal selling in promotion.
3. Explain factors that affect the promotional mix.
4. Develop a promotional plan for a specific product or service.

## **J. MARKETING STRATEGY DEVELOPMENT**

1. Explain the importance of a comprehensive marketing strategy.
2. Explain the purpose of a vision statement and a mission statement and their importance to a business.
3. Explain company image and its importance.
4. Explain the concept of positioning.
5. Explain the basic principles of business ethics and their importance.
6. Explain the influence of company culture on the overall marketing strategy.
7. Explain the importance of internal and external marketing.
8. Explain how hiring decisions affect company culture and vice versa.
9. Explain the critical importance of customer service and its relationship to internal and external marketing.
10. Explain the rights of the consumer, including privacy issues.
11. Describe the elements of a successful marketing strategy.
12. Explain the potential global opportunities for and threats to the marketing strategy.
13. Describe the potential opportunities for green marketing.

## **K. PRODUCT AND SERVICE MARKETING**

1. Explain product, service, and product/service mix.
2. Describe the process of product/service planning.
3. Explain why companies use product/service brands.
4. Explain the roles of person-, place-, idea-, event-, and cause-related marketing.
5. Examine the elements of a marketing plan for products and services.
6. Differentiate marketing products/services on the Internet with marketing in a brick and mortar business.

## **L. MARKETING RESEARCH AND SEGMENTATION**

1. Explain the purpose of marketing research.
2. Describe the steps in the marketing research process.
3. Analyze the importance of using marketing research in marketing decision making.
4. Determine the target market and competition for selected products/services.
5. Explain the importance of market share.
6. Explain the concept and value of market segmentation.
7. Explain customer profiling.
8. Conduct marketing research.
9. Present marketing research findings in a written and oral report.

## **M.    MARKETING COMMUNICATIONS MANAGEMENT**

1. Describe elements of and potential barriers to communication.
2. Analyze the role of communication within an organization.
3. Explain the importance of alliances/networking with other organizations.
4. Describe the role of public relations.
5. Describe various advertising media.
6. Describe uses of social media networks in marketing communication.
7. Describe ways for a small organization to advertise effectively and economically.
8. Describe the role of personal selling.
9. Describe the relationship between marketing and operations.
10. Analyze internal and external threats to information security and reputation.

## **N.    MARKETING BUDGETS**

1. Describe types, purposes, and uses of budgets.
2. Relate the financial statement to the budgeting process.
3. Describe how the use of a budget affects marketing and planning.
4. Make operating decisions using a budget.

## **O.    DECISION MAKING AND PROBLEM SOLVING IN MARKETING**

1. Describe ways to generate creative thinking.
2. Examine problem-solving and decision-making techniques.
3. Explain the purposes for measuring outcomes.
4. Develop an action plan.

## **P.    INVESTIGATION OF THE PRODUCT/SERVICE LIFE CYCLE**

1. Describe the stages in the product/service life cycle.
2. Identify strategies for using the product/service life cycle.
3. Apply marketing core standards to the development, production, and marketing of a new product/service.
4. Explain the concept of shelf life and its relationship to profit.

## **Q.    PRODUCTS AND SERVICES PRICING**

1. Analyze the factors that influence pricing.
2. Determine pricing objectives or goals.
3. Describe the legal responsibilities in pricing.
4. Describe the impact of alternative delivery systems (e.g., Web sites, social media, buyer services, Direct Buy) on pricing.

**R. DISTRIBUTION AND INVENTORY MANAGEMENT**

1. Explain channels of distribution for consumer and industrial products and services.
2. Select appropriate physical distribution methods for a variety of products/services.
3. Compare various inventory systems.
4. Explain the importance of managing productivity and inventory control accuracy.
5. Explain how sales forecasting and inventory systems impact each other.
6. Explain how distribution and inventory control have evolved as a result of technology.

**S. FINANCIALS**

1. Explain the function of financing in marketing management.
2. Apply skills related to the function of financing in marketing management.
3. Discuss the purposes of financial management.
4. Describe the workings of the income statement and balance sheet.
5. Describe cash flow planning.
6. Explain the importance of cash flow planning to financial management.