

MARKETING MANAGEMENT COURSE CODE: 5431

COURSE DESCRIPTION: Marketing Management is the study of marketing from the perspective of the decision-maker. Marketing managers coordinate, plan, and implement the marketing functions of an organization. This course offers a deeper understanding of marketing functions, including product pricing, distribution, promotion, segmentation, research, and sales. Marketing Management examines the additional roles of the marketing manager in the areas of general and operations management, human resources, finance, and leadership.

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 (120 hours)
PREREQUISITE:	Marketing
RECOMMENDED GRADE LEVEL:	10 - 12
COMPUTER ACCESS REQUIRED:	One computer per student
RESOURCES:	Instructional Materials

A. SAFETY

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

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

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

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

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

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; cyberbullying; 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, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, 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 INTERPERSONAL SKILLS

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

E. PROFESSIONAL KNOWLEDGE

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

F. MARKETING OVERVIEW

Marketing managers demonstrate effective use of basic marketing concepts in their management role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Explain the marketing core functions.
2. Discuss the types of market segmentation.
3. Analyze the significance of the 5 Ps of Marketing.

G. MANAGEMENT AND LEADERSHIP SKILLS

Marketing managers demonstrate effective professional leadership skills. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Explain the role of leadership and supervision in marketing management.
2. Demonstrate leadership and supervisory skills related to marketing management.
3. Identify characteristics of an effective supervisor.
4. Demonstrate various types of leadership styles through role-play.
5. Identify and explain the management functions (planning, organizing, controlling and leading).
6. Create and contribute to a positive working environment and positive team relationships.
7. Plan, organize, and conduct face-to-face and virtual meetings.
8. Explain management’s responsibility in customer relations.
9. Describe the characteristics and importance of a professional attitude.
10. Demonstrate proper business communication.

H. STRATEGIC DEVELOPMENT

Marketing managers demonstrate the effective use of marketing strategies to promote the company and its products. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Explain the need for a comprehensive marketing strategy.
2. Describe the elements of a successful marketing strategy.
3. Evaluate the basic business topics before developing a marketing strategy:
 - a. Company culture, image, and business ethics
 - b. Purpose of a company's mission statement
 - c. Product brand choices and corporate positioning
 - d. Importance of customer service
 - e. Consumer rights and privacy issues
 - f. Potential opportunities and threats to the marketing strategy
 - g. Marketing needs of brick and mortar businesses vs E-businesses
 - h. Strategies for domestic vs international marketing
4. Describe the process of product planning.
5. Distinguish between internal and external marketing.
6. Evaluate the differences between product marketing and cause-related marketing.
7. Create promotional strategies that remind a target market about the business or product.

I. RESEARCH, INFORMATION AND SEGMENTATION

Marketing managers demonstrate effective research, information, and segmentation skills. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Identify sources of marketing information.
2. Explain how one would use information from demand analysis in marketing.
3. Describe the use of sales forecasting in marketing, including estimating sales in dollars or units for a specific time period.
4. Identify factors that affect market share.
5. Describe the importance of the steps in the marketing research process.
6. Analyze the importance of using marketing research in marketing decision making.
7. Conduct primary and secondary marketing research.
8. Determine the target market and competition for selected products/services.
9. Analyze the importance of market share.
10. Explain the concept and value of market segmentation.
11. Develop a customer profile.
12. Present marketing research findings in a written and oral report.
13. Analyze the impact of various Social Media platforms on market research, information and segmentation for the business or product.

J. PRODUCT PRICING

Marketing managers demonstrate effective pricing strategies. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Analyze the factors that influence pricing.
2. Create 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.
5. Evaluate the use of various pricing strategies (e.g. skimming, premium, discount).

K. MARKETING BUDGETS AND FINANCIALS

Marketing managers demonstrate effective financial skills, as needed in their role. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Describe types, purposes, and uses of budgets.
2. Relate the financial statements to the budgeting process and management decisions.
3. Describe how the use of a budget affects marketing and planning.
4. Apply skills related to the function of financing in marketing management.
5. Identify the purposes of financial management.
6. Describe the workings of the income statement and balance sheet.
7. Explain the importance of cash flow planning to financial management.
8. Explain why Accounting plays a vital role in day to day activities in every business.
9. Explain the purpose of capital and the strategies to extend credit.

L. SUPPLY CHAIN MANAGEMENT

Marketing managers demonstrate advanced logistical abilities. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Identify 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. Specify the importance of managing productivity and inventory control accuracy.
5. Detail how sales forecasting and inventory systems impact each other.
6. Explain how distribution and inventory control have evolved as a result of technology.
7. Demonstrate effective negotiation skills.

M. ORGANIZATIONAL STRUCTURE AND PLANNING

Marketing managers demonstrate effective organizational skills and the abilities needed to complete operational and strategic plans.-The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Define the steps involved in planning.
2. Explain the importance of planning.
3. Develop a personnel organization chart.
4. Delegate authority and assign responsibilities.
5. Use time management principles.

6. Identify strategies for dealing with stress management.

N. DECISION MAKING AND PROBLEM SOLVING

Marketing managers demonstrate effective professional leadership, decision-making and problem-solving skills. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Describe techniques to generate creative thinking.
2. Implement problem-solving and decision-making strategies.
3. Explain the purposes and methods for measuring outcomes.
4. Develop a decision tree.
5. Compare and contrast Total Quality Management (TQM) with Six Sigma and elucidate their applications in the workplace.

O. COMMUNICATIONS

Marketing managers demonstrate effective communication skills. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Describe the communication process and potential barriers to communication.
2. Analyze the purpose of communication within an organization.
3. Explain the importance of alliances and networks with other organizations.
4. Describe the relationship between marketing activities and other organizational departments (e.g., Human Resources, Accounting/Finance, etc.)
5. Compare the various communication channels (e.g., verbal, non-verbal, written, and electronic).
6. Explain how organizational culture influences formal and informal communication networks.
7. Identify ways to improve interpersonal communication.

P. CAREER PREPARATION

Marketing managers understand the importance of professionalism and continued career development. The following accountability criteria are considered essential for students in the Marketing Management program of study.

1. Create an effective resume, using elements that are generally accepted in today's workforce (contact information, profile, education, work experience, professional organizations, and volunteer work).
2. Generate a position-specific cover letter, using proper business grammar and structure.
3. Demonstrate effective interviewing skills and protocols.
4. Demonstrate effective public speaking techniques.
6. Complete on-line and paper applications, using professional processes.

[Additional Materials and Resources](#)

[Academic Standards and Indicators](#)