

Marketing Management (A)

1 Semester / .5 Credit (Minimum)

SCED: 12166

Application-level course for the Marketing Management Strand

Marketing Management courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

Financial Analysis

- Determine product-line profitability
- Measure cost-effectiveness of marketing expenditures

Human Resources Management

- Implement organizational skills to facilitate work efforts
- Determine internal/external resource requirements and responsibilities for projects

Information Management

- Analyze the impact of technology on marketing
- Use software to automate services
- Determine types of technology needed by company/agency

Channel Management

- Establish distribution points
- Develop performance standards for suppliers
- Develop new channels for products/services
- Identify channel-management strategies

Marketing-Information Management

- Assess marketing-information needs
- Identify issues and trends in marketing-information management systems
- Identify industry/economic trends that will impact business activities
- Analyze market needs and opportunities
- Anticipate market changes
- Determine current market position
- Estimate market share

Conduct customer-satisfaction studies
Predict brand share
Conduct brand audit
Display data in charts, graphs, or in tables
Prepare and use presentation software to support reports
Prepare written reports for decision-making

Pricing

Determine cost of product
Calculate break-even point
Establish pricing objectives
Select pricing policies
Determine discounts and allowances that can be used to adjust base prices
Set prices
Adjust prices to maximize profitability
Evaluate pricing decisions
Determine price sensitivity

Promotion

Understand social responsibility
Develop communications objectives
Develop promotional-mix activities
Develop advertising plans to achieve communications objectives
Develop sales promotion plan to achieve communications objectives
Develop public relations/publicity plan to achieve communications objectives
Understand design awareness principles used in advertising layouts to be able to communicate needs to designers
Discuss the use of illustrations in advertisements
Discuss the nature of typography
Describe effective advertising layouts
Identify types of drawing media
Explain the impact of color harmonies on composition
Describe digital color concepts

Selling

Determine client needs and wants through planned, personalized communication

Marketing Management (B)

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Operations

- Explain security considerations in marketing management
- Participate in cross-functional projects
- Develop an operational plan of marketing activities/initiatives
- Develop promotional items, graphics, letterhead, logos
- Track invoices
- Track marketing budgets
- Adjust marketing budget in response to new market opportunities

Professional Development

- Understand responsibilities in marketing to demonstrate ethical/legal behavior
- Explain the need for professional and ethical standards in marketing
- Explain the responsibility of individuals to apply ethical standards in marketing
- Explain consequences of unprofessional and/or unethical behavior in marketing
- Discuss legal ramifications of breaching rules and regulations
- Explore the nature of marketing management
- Explore career opportunities in marketing management
- Identify services of professional organizations in marketing
- Complete a job application portfolio
- Research on education needed to advance

Strategic Management

- Develop departmental structure
- Develop strategic marketing

Pricing

- Assess changes in price structure
- Analyze product needs and opportunities
- Develop product search methods
- Monitor market innovation
- Create a product/brand development plan
- Plan product/brand lifecycle
- Develop new-product launch plan
- Coordinate product launches
- Evaluate product mix
- Conduct product/brand audit

Professional Learning Experience

Local Education Agencies may determine the method to implement the PLE. For the "Management" strand this may be a Community-Based Projects, Entrepreneurial Experience, or Shadowing.

Through the Professional Learning Experience in the Marketing Management strand, students will:

- communication skills - the ability to exchange information and ideas with others through writing, speaking, reading and listening
- analytical skills - the ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- critical thinking/problem solving skills
- production skills - the ability to take a concept from an idea to make it real
- teamwork - the ability to plan, organize and conduct a group project
- the ability to plan, implement, and evaluate group presentations
- priorities/time management - the ability to determine priorities and manage time commitments and deadlines
- understand the economic impact of marketing activities