

Integrated Marketing Applications

1 Semester / .5 Credit (Minimum)

SCED: 12195

Application-level course for the Marketing Communications Strand

Integrated Marketing Applications is an Application-Level course. Through this course, students will be actively engaged in utilizing technology and technology applications in the design, production, and implementation of marketing strategies. Students will create print, multi-media, and electronic materials used in the marketing process. Application-level activities will be centered around: advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relation, and sales promotion.

Communication Principles

- Describe methods used to protect intellectual property
- Effective writing to convey information
- Apply ethics to online communications

Technology Applications

- Explain ways that technology impacts marketing communications
- Explain the capabilities of tools used in web-site creation
- Discuss considerations in using mobile technology for promotional activities
- Create and maintain databases of information for marketing communications
- Demonstrate effective use of audio/visual aides
- Describe considerations in using databases in marketing communications
- Demonstrate basic desktop publishing functions to prepare promotional materials
- Integrate software applications to prepare promotional materials
- Explain how to effectively incorporate video into multimedia
- Identify strategies for protecting business's web site
- Identify strategies to protect data and on-line customer transactions
- Explain social media's impact on marketing communications
- Discuss types of digital advertising strategies used to achieve marketing goals
- Evaluate targeted emails
- Identify promotional messages--advertising and digital media that appeal to targeted markets
- Evaluate direct-marketing copy
- Identify effective advertising layouts using color-design-typography and graphics

Critique advertisements

Explain website-development process

Identify strategies for attracting targeted audience to website

Describe technologies to improve website ranking/positioning on search engines/directories

Marketing Applications

Create promotional signage

Collaborate in the design of slogans/taglines

Participate in the design of collateral materials to promote special events

Develop strategy for creating a special event

Setup cross-promotions

Develop a sales-promotion plan

Use past advertisements to aid in promotional planning

Evaluate creative work

Prepare promotional budget

Manage promotional allowances

Develop promotional plan for a business

Professional Learning Experience

Local Education Agencies may determine the method to implement the PLE. For the "Communications" strand this may be a School-Based Project, Community-Based Projects, Entrepreneurial Experience, or Mentoring activity.

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

prepare a description of the organization and identify organizational promotional needs

develop promotional/campaign objectives

identify characteristics of Target Market (Discuss Primary and Secondary Markets)

identify Schedule of Promotional Activities and Advertising Media Selected

develop promotional/advertising budget

develop schedules for advertising and promotional activities

develop a detailed budget for the promotion

identify benefits to the client