# Integrated Marketing Applications Course No. 12195 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Course:** 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.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Describe methods used to protect intellectual property. |  |
| 1.2 | Utilize effective writing to convey information. |  |
| 1.3 | Apply ethics to online communications. |  |
| 1.4 | Explain ways that technology impacts marketing communications. |  |
| 1.5 | Explain the capabilities of tools used in web-site creation. |  |
| 1.6 | Discuss considerations in using mobile technology for promotional activities. |  |
| 1.7 | Create and maintain databases of information for marketing communications. |  |
| 1.8 | Demonstrate effective use of audio/visual aides. |  |
| 1.9 | Describe considerations in using databases in marketing communications. |  |
| 1.10 | Demonstrate basic desktop publishing functions to prepare promotional materials. |  |
| 1.11 | Integrate software applications to prepare promotional materials. |  |
| 1.12 | Explain how to effectively incorporate video into multimedia. |  |
| 1.13 | Identify strategies for protecting business's web site. |  |
| 1.14 | Identify strategies to protect data and on-line customer transactions. |  |
| 1.15 | Explain social media's impact on marketing communications. |  |
| 1.16 | Discuss types of digital advertising strategies used to achieve marketing goals. |  |
| 1.17 | Evaluate targeted emails. |  |
| 1.18 | Identify promotional messages - advertising and digital media that appeal to targeted markets. |  |
| 1.19 | Evaluate direct-marketing copy. |  |
| 1.20 | Identify effective advertising layouts using color design typography and graph. |  |
| 1.21 | Critique advertisements. |  |
| 1.22 | Explain website-development process. |  |
| 1.23 | Identify strategies for attracting targeted audience to website. |  |
| 1.24 | Describe technologies to improve website ranking/positioning on search engines/ directories. |  |
| 1.25 | Create promotional signage. |  |
| 1.26 | Collaborate in the design of slogans/taglines. |  |
| 1.27 | Participate in the design of collateral materials to promote special events. |  |
| 1.28 | Develop strategy for creating a special event. |  |
| 1.29 | Setup cross-promotions. |  |
| 1.30 | Develop a sales-promotion plan. |  |
| 1.31 | Use past advertisements to aid in promotional planning. |  |
| 1.32 | Evaluate creative work. |  |
| 1.33 | Prepare promotional budget. |  |
| 1.34 | Manage promotional allowances. |  |
| 1.35 | Develop promotional plan for a business. |  |
| 1.36 | Demonstrate application of marketing technical skills. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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