# Marketing Applications Course No. 35300 Credit: 1.0

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

Pathways and CIP Codes:Marketing (52.14-2)

Course Description: **Application Level:** Marketing Applications furthers student understanding and skills in the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course along with four projects.

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: Customer Service

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Discuss the nature of customer relationship management. |  |
| 1.2 | Explain the role of ethics in customer relationship management. |  |
| 1.3 | Describe the use of technology in customer relationship management |  |
| 1.4 | Explain ethical considerations in providing information. |  |
| 1.5 | Describe various methods of persuading customers. |  |
| 1.6 | Demonstrate negotiation skills by getting the class to approve your idea. |  |

## Benchmark 2: Financial Analysis

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe the need for financial information. |  |
| 2.2 | Describe cash flow statements. |  |
| 2.3 | Explain the parts of the balance sheet and its uses. |  |
| 2.4 | Describe income statements and their uses. |  |
| 2.5 | Create a budget and explain its uses. |  |

## Benchmark 3: Marketing

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Describe marketing functions and related activities. |  |
| 3.2 | Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.). |  |

## Benchmark 4: Professional Development

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Use time-management skills. |  |
| 4.2 | Describe ways to enhance creativity. |  |

## Benchmark 5: Channel Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Explain the nature of channel-member relationships. |  |

## Benchmark 6: Marketing-Information Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Explain techniques for processing marketing data. |  |
| 6.2 | Explain the use of descriptive statistics in marketing decision making. |  |
| 6.3 | Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design). |  |
| 6.4 | Demonstrate ability to effectively design questionnaire and customer feedback surveys. |  |
| 6.5 | Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.). |  |
| 6.6 | Prepare and demonstrate analysis capabilities for analytics and marketing reports. |  |

## Benchmark 7: Market Planning

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explain the purpose of a marketing plan. |  |
| 7.2 | Explain the nature of sales forecasts. |  |
| 7.3 | Explain the nature of global trade. |  |

## Benchmark 8: Product/Service Management

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Identify methods/techniques to generate a product idea. |  |
| 8.2 | Describe the nature of product bundling. |  |
| 8.3 | Describe factors used by businesses to position corporate brands. |  |

## Benchmark 9: Promotion

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Explain the components of advertisements. |  |
| 9.2 | Explain the importance of coordinating elements in advertisements. |  |
| 9.3 | Identify types of public-relations activities. |  |
| 9.4 | Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences. |  |
| 9.5 | Explain the nature of a promotional plan. |  |
| 9.6 | Coordinate activities in the promotional mix. |  |

## Benchmark 10: Selling

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Explain the impact of sales cycles. |  |
| 10.2 | Differentiate between consumer and organizational buying behavior. |  |
| 10.3 | Identify emerging trends for use in selling. |  |
| 10.4 | Explain how businesses can prospect for customers. |  |
| 10.5 | Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings). |  |
| 10.6 | Prepare sales presentation. |  |
| 10.7 | Determine customer's buying motives for use in selling. |  |
| 10.8 | Facilitate customer/client buying decisions. |  |
| 10.9 | Prescribe solution to customer/client needs. |  |
| 10.10 | Convert customer/client objections into selling points. |  |
| 10.11 | Describe various ways to negotiate sales terms. |  |
| 10.12 | Explain sales standards with regards to ethically selling goods/services. |  |
| 10.13 | Sell a good/service/idea to individuals and/or groups |  |
| 10.14 | Process sales documentation. |  |
| 10.15 | Explain factors that influence customer/client/business buying behavior. |  |

## Benchmark 11: Marketing Analytics

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Explain the terminology and tools of marketing analytics. |  |
| 11.2 | Identify metrics for tracking digital and traditional marketing efforts. |  |
| 11.3 | Understand the importance of using data when making decisions in marketing. |  |

## Benchmark 12: Careers

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 12.1 | Explore career opportunities in marketing. |  |
| 12.2 | Illustrate the services of professional organizations in marketing. |  |
| 12.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 12.4 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 12.5 | Explore the Workforce and Labor market information to determine needs when developing WBL experience with a career plan. |  |
| 12.6 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

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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