### MARKETING CAREER CLUSTER DESIGN

#### Marketing Pathway – CIP Code 52.1402

<table>
<thead>
<tr>
<th>INTRODUCTORY LEVEL</th>
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<tbody>
<tr>
<td><em>Business Essentials</em></td>
</tr>
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<thead>
<tr>
<th>TECHNICAL LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Principles of Marketing</em> a</td>
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<tr>
<td><strong>Business Communications</strong></td>
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Technical Supportive Courses (Optional)

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Credit</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>12104</td>
<td>1 credit</td>
</tr>
<tr>
<td>Business Management</td>
<td>12052</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Business Economics</td>
<td>12105</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Computer Graphics</td>
<td>10202</td>
<td>1 credit</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>35162</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>05162/11154</td>
<td>1 credit</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>12185</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Sports/Entertain. Mktg.</td>
<td>12163</td>
<td>.5 credit</td>
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<tr>
<td>Web Page Design</td>
<td>10201</td>
<td>1 credit</td>
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<tr>
<th>APPLICATION LEVEL</th>
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<tr>
<td><em>Marketing Applications</em> a</td>
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Application Supportive Courses (Optional)

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<tr>
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<tbody>
<tr>
<td>Mktg.-Workplace Exp.</td>
<td>12198</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Integrated Mktg. App.</td>
<td>12195</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Mktg. Communications</td>
<td>35168</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Marketing Mgmt.</td>
<td>12166</td>
<td>1 credit</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>12196</td>
<td>1 credit</td>
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* - Required for pathway approval and used for assessing mastery of knowledge of marketing completers

** - Course is not required for pathway approval, but strongly recommended by external review committee and KACCTE

a - Marketing Completer Assessment - Course aligns directly with MBA Research’s 2-Credit Standard Marketing Program of Study Exam
KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE
MARKETING PATHWAY (C.I.P. 52.1402)

STUDENT
Rating Scale:
4 - Exemplary Achievement
3 - Proficient Achievement
2 - Limited Achievement
1 - Inadequate Achievement
0 - No Exposure

CAREER READY PRACTICES (To be included in all courses)
4 3 2 1 0 1. Act as a responsible and contributing citizen and employee
4 3 2 1 0 2. Apply appropriate academic and technical skills
4 3 2 1 0 3. Attend to personal health and financial well-being
4 3 2 1 0 4. Communicate clearly, effectively and with reason
4 3 2 1 0 5. Consider the environmental, social and economic impacts of decisions
4 3 2 1 0 6. Demonstrate creativity and innovation
4 3 2 1 0 7. Employ valid and reliable research strategies
4 3 2 1 0 8. Utilize critical thinking to make sense of problems and persevere in solving them
4 3 2 1 0 9. Model integrity, ethical leadership and effective management
4 3 2 1 0 10. Plan education and career path aligned to personal goals

4 3 2 1 0 11. Use technology to enhance productivity
4 3 2 1 0 12. Work productively in teams while using cultural/global competence

CCTC MARKETING STANDARDS (To be taught throughout the pathway)
4 3 2 1 0 1. Describe the impact of economics, economics systems and entrepreneurship on marketing
4 3 2 1 0 2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan
4 3 2 1 0 3. Plan, monitor, manage and maintain the use of financial resources for marketing activities
4 3 2 1 0 4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations
4 3 2 1 0 5. Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways

4 3 2 1 0 6. Select, monitor and manage sales and distribution channels
4 3 2 1 0 7. Determine and adjust prices to maximize return while maintaining customer perception of value
4 3 2 1 0 8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities
4 3 2 1 0 9. Communicate information about products, services, images and/or ideas to achieve a desired outcome
4 3 2 1 0 10. Use marketing strategies and processes to determine and meet client needs and wants
4 3 2 1 0 11. Apply techniques and strategies to convey ideas and information through marketing communications
4 3 2 1 0 12. Plan, manage and monitor day-to-day activities of marketing communications operations
4 3 2 1 0 13. Access, evaluate and disseminate information to enhance marketing decision-making processes
4 3 2 1 0 14. Obtain, develop, maintain and improve a marketing communications product or

Graduation Date
I certify that the student has received training in the areas indicated.
Instructor Signature
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service mix to respond to market opportunities

4 3 2 1 0 15. Communicate information about products, services, images and/or ideas to achieve a desired outcome

4 3 2 1 0 16. Plan, organize and lead marketing staff to achieve business goals

4 3 2 1 0 17. Plan, manage and monitor day-to-day marketing management operations

4 3 2 1 0 18. Plan, manage and organize to meet the requirements of the marketing plan

4 3 2 1 0 19. Access, evaluate and disseminate marketing management decisions

4 3 2 1 0 20. Determine and adjust prices to maximize return and meet customers' perceptions of value

4 3 2 1 0 21. Obtain, develop, maintain and improve a product or service mix to respond to market opportunities

4 3 2 1 0 22. Communicate information about products, services, images and/or ideas

4 3 2 1 0 23. Create and manage merchandising activities that provide for client needs and wants

4 3 2 1 0 24. Access, evaluate and disseminate retail products, services, images and/or ideas

4 3 2 1 0 25. Plan, organize and lead merchandising staff to enhance sales goals

INTRODUCTORY COURSE

12050-BUSINESS ESSENTIALS (.5 Credit) (Required for pathway approval)

4 3 2 1 0 29. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities

4 3 2 1 0 30. Determine and adjust prices to maximize return and meet customers' perceptions of value

4 3 2 1 0 31. Obtain, develop, maintain and improve a product or service mix to respond to market opportunities

4 3 2 1 0 32. Communicate information about retail products, services, images and/or ideas

4 3 2 1 0 33. Create and manage merchandising activities that provide for client needs and wants

4 3 2 1 0 34. Access, evaluate and disseminate sales information

4 3 2 1 0 35. Apply sales techniques to meet client needs and wants

4 3 2 1 0 36. Plan, organize and lead sales staff to enhance sales goals

4 3 2 1 0 37. Analyze cost/profit relationships to guide business decision-making.

4 3 2 1 0 38. Describe the purpose and origin of business within the United States.

4 3 2 1 0 39. Analyze the history and importance of trade within a global marketplace.

4 3 2 1 0 40. Apply verbal skills when obtaining and conveying information.

4 3 2 1 0 41. Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information effectively.

4 3 2 1 0 42. Prepare oral presentations to provide information for specific purposes and audiences.

4 3 2 1 0 43. Describe the nature of legally binding business contracts.

4 3 2 1 0 44. Identify regulatory agencies and regulatory legislation.

4 3 2 1 0 45. Identify types of business ownership.

4 3 2 1 0 46. Perform customer service activities to support customer relationships and encourage repeat business.

4 3 2 1 0 47. Utilize technology to facilitate customer relationship management.

4 3 2 1 0 48. Demonstrate managerial and business ethics.

4 3 2 1 0 49. Develop personal traits and behaviors to foster career advancement.

4 3 2 1 0 50. Analyze entrepreneur careers to determine careers of interest.
17. Compare individual’s abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.

18. Analyze how proper management of personal finance relates with maintaining business financial efficiency.

19. Define the accounting equation and how accounting can assist in maintaining financial solvency.

20. Use information technology tools to manage and perform work responsibilities.


22. Understand marketing’s role and function in business to facilitate economic exchanges with customers.

23. List the standards and qualifications that must be met in order for entering a business career.

24. Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.

TECHNICAL COURSES

12164 – PRINCIPLES OF MARKETING
(1 credit) (Required for pathway approval)

1. Analyze company resources to ascertain policies and procedures
2. Write business letters
3. Write information messages
4. Write inquiries
5. Demonstrate a customer-service mindset
6. Reinforce service orientation through communication
7. Respond to customer inquiries
8. Adapt communication to the cultural and social differences among clients
9. Interpret business policies to customers/clients
10. Handle difficult customers
11. Handle customer/client complaints
12. Identify company’s brand promise
13. Determine ways of reinforcing the company’s image through employee performance
14. Explain marketing and its importance in a global economy
15. Describe marketing functions and related activities
16. Explain employment opportunities in marketing
17. Explain the nature and scope of channel management
18. Explain the relationship between customer service and channel management
19. Explain the nature of channels of distribution
20. Describe the use of technology in the channel management function
21. Explain legal considerations in channel management
22. Describe ethical considerations in channel management
23. Describe the need for marketing information
24. Identify information monitored for marketing decision making
25. Explain the nature and scope of the marketing information management function
26. Explain the role of ethics in the marketing-information management function
27. Describe the use of technology in the marketing-information management function
28. Describe the regulation of marketing-information management
29. Explain the nature of marketing research
30. Discuss the nature of marketing research problems/issues
31. Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)
4321032. Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)

4321033. Discuss the nature of sampling plans

4321034. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)

4321035. Explain characteristics of effective data-collection instruments

4321036. Explain techniques for processing marketing information

4321037. Explain the use of descriptive statistics in marketing decision-making

4321038. Explain the concept of marketing strategies

4321039. Explain the concept of market and market identification

4321040. Explain the nature and scope of the pricing function

4321041. Describe the role of business ethics in pricing

4321042. Explain the use of technology in the pricing function

4321043. Explain legal considerations for pricing

4321044. Explain factors affecting pricing decisions

4321045. Explain the nature and scope of the product/service management function

4321046. Identify the impact of product life cycles on marketing decisions

4321047. Describe the use of technology in the product/service management function

4321048. Explain business ethics in product/service management

4321049. Describe the uses of grades and standards in marketing

4321050. Explain warranties and guarantees

4321051. Identify consumer protection provisions of appropriate agencies

4321052. Explain the concept of product mix

4321053. Describe factors used by marketers to position products/services

4321054. Explain the nature of product/service branding

4321055. Explain the nature of corporate branding

4321056. Explain the role of promotion as a marketing function

4321057. Explain the types of promotion

4321058. Identify the elements of the promotional mix

4321059. Describe the use of business ethics in promotion

4321060. Describe the use of technology in the promotion function

4321061. Describe the regulation of promotion

4321062. Explain types of advertising media

4321063. Describe word of mouth channels used to communicate with targeted audiences

4321064. Explain the nature of direct marketing channels

4321065. Identify communications channels used in sales promotion

4321066. Explain communications channels used in public-relations activities

4321067. Explain the nature and scope of the selling function

4321068. Explain the role of customer service as a component of selling relationships

4321069. Explain key factors in building a clientele

4321070. Explain company selling policies

4321071. Explain business ethics in selling

4321072. Describe the use of technology in the selling function

4321073. Describe the nature of selling regulations

4321074. Acquire product information for use in selling

4321075. Analyze product information to identify product features and benefits

4321076. Explain the selling process

4321077. Establish relationship with client/customer

4321078. Determine customer/client needs

4321079. Recommend specific product

4321080. Calculate miscellaneous charges
4 3 2 1 0 81. Process special orders
4 3 2 1 0 82. Process telephone orders

12009 – BUSINESS COMMUNICATIONS
(.5 credit)

4 3 2 1 0 1. Define, spell, pronounce, and syllabicate frequently used and business-related words
4 3 2 1 0 2. Apply rules for plurals, possessives, prefixes, and word endings
4 3 2 1 0 3. Demonstrate proficiency in the use of a dictionary
4 3 2 1 0 4. Demonstrate good sentence structure
4 3 2 1 0 5. Demonstrate proficiency in the use of punctuation.
4 3 2 1 0 6. Demonstrate proficiency in using reference materials
4 3 2 1 0 7. Demonstrate proficiency in using software and hardware instruction manuals
4 3 2 1 0 8. Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors
4 3 2 1 0 9. Interpret, analyze, and confirm written instructions or procedure
4 3 2 1 0 10. Operate communications equipment
4 3 2 1 0 11. Compose and key error-free electronic mail messages
4 3 2 1 0 12. Use dictionary and/or other reference materials to produce error-free documents
4 3 2 1 0 13. Demonstrate proper error correction techniques
4 3 2 1 0 14. Write a letter requesting admission and scholarship information
4 3 2 1 0 15. Request a room reservation or reply to such a request
4 3 2 1 0 16. Ask for material to be sent or grant or deny such a request
4 3 2 1 0 17. Ask for credit, grant it, or deny it
4 3 2 1 0 18. Request a speaker for a convention or meeting
4 3 2 1 0 19. Sell a service/product through the mail
4 3 2 1 0 20. Write or answer a letter of complaint
4 3 2 1 0 21. Prepare interoffice memorandums
4 3 2 1 0 22. Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution
4 3 2 1 0 23. Use appropriate technologies to create identified business correspondence
4 3 2 1 0 24. Key documents from longhand or edited rough draft
4 3 2 1 0 25. Proofread documents
4 3 2 1 0 26. Meet the standard of mailability for all production work
4 3 2 1 0 27. Prepare and deliver an oral presentation
4 3 2 1 0 28. Practice customer contact skills
4 3 2 1 0 29. Interpret, analyze, and confirm verbal instructions
4 3 2 1 0 30. Utilize listening skills
4 3 2 1 0 31. Perform a self-evaluation to determine strengths and weaknesses
4 3 2 1 0 32. Develop grooming and personal hygiene habits
4 3 2 1 0 33. Develop a healthy self-esteem
4 3 2 1 0 34. Describe the importance of the following personal qualities: honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, and initiative
4 3 2 1 0 35. Describe acceptable conduct in the following professional relationships: employee-employer, employee- coworker, and employee-public
4 3 2 1 0 36. Research and report on various business careers
4 3 2 1 0 37. Prepare a résumé
4 3 2 1 0 38. Compose and type employment-related letters such as application, thank you, resignation, etc.
4 3 2 1 0 39. Complete an application form
4 3 2 1 0 40. Demonstrate the techniques of a good job interview
4 3 2 1 0 41. Prepare a computerized spreadsheet to analyze and present data
4 3 2 1 0 42. Prepare graphic presentations of data by computer
4 3 2 1 0 43. Incorporate graphic presentation of data in a printed document

- 6 -
12104 – ACCOUNTING (1 credit)

4 3 2 1 0 1. Classify-record-and summarize financial data
4 3 2 1 0 2. Discuss the nature of the accounting cycle
4 3 2 1 0 3. Demonstrate the effects of transactions on the accounting equation
4 3 2 1 0 4. Prepare a chart of accounts
4 3 2 1 0 5. Use T accounts
4 3 2 1 0 6. Record transactions in a general journal
4 3 2 1 0 7. Post journal entries to general ledger accounts
4 3 2 1 0 8. Prepare a trial balance
4 3 2 1 0 9. Journalize and post adjusting entries
4 3 2 1 0 10. Journalize and post closing entries
4 3 2 1 0 11. Prepare a post-closing trial balance
4 3 2 1 0 12. Prepare work sheets
4 3 2 1 0 13. Discuss the nature of annual reports
4 3 2 1 0 14. Discuss the use of financial ratios in accounting
4 3 2 1 0 15. Determine business liquidity
4 3 2 1 0 16. Calculate business profitability
4 3 2 1 0 17. Prepare income statements
4 3 2 1 0 18. Prepare balance sheets
4 3 2 1 0 19. Maintain cash controls
4 3 2 1 0 20. Prove cash
4 3 2 1 0 21. Journalize/post entries to establish and replenish petty cash
4 3 2 1 0 22. Journalize/post entries related to banking activities
4 3 2 1 0 23. Explain the benefits of electronic funds transfer
4321073. Prepare a credit memorandum for returned goods
4321074. Process invoices for payment
4321075. Process accounts payable checks
4321076. Prepare an accounts payable schedule
4321077. Explain the nature of accounts receivable
4321078. Maintain a customer file for accounts receivable
4321079. Analyze sales transactions
4321080. Post to an accounts receivable subsidiary ledger
4321081. Process sales orders and invoices
4321082. Process sales returns and allowances
4321083. Process customer payments
4321084. Prepare customer statements
4321085. Process uncollectible accounts
4321086. Prepare an accounts receivable schedule
4321087. Determine uncollectible accounts receivable
4321088. Explain the purpose of internal accounting controls
4321089. Determine the components of internal accounting control procedures
4321090. Maintain internal accounting controls
4321091. Utilize accounting technology
4321092. Integrate technology into accounting
4321093. Describe careers in accounting
4321094. Explore accounting licensing and certification programs
4321095. Discuss the significance of responsibility in accounting

4321096. Describe Generally Accepted Accounting Principles – GAAP

12052 – BUSINESS MANAGEMENT (.5 credit)
432101. Solve mathematical managerial problems using numbers and operational resources
432102. Perform data analysis to make business decisions
432103. Evaluate the accuracy of mathematical responses using problem-solving techniques
432104. Recognize how economic systems influence environments in which businesses function
432105. Use knowledge regarding the impact government has on businesses to make informed economic decisions
432106. Describe global trade's impact on business activities
432107. Use economic indicators to detect economic trends and conditions
432108. Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions
432109. Employ verbal skills when obtaining and conveying information
432110. Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks

4321011. Prepare oral presentations to provide information for specific purposes and audiences
4321012. Identify common tasks that require employees to use problem-solving skills
4321013. Describe the value of using problem-solving and critical thinking skills to improve a situation or process
4321014. Analyze situations and behaviors that affect conflict management
4321015. Determine best options/outcomes for conflict resolution using critical thinking skills
4321016. Identify with others’ feelings, needs, and concerns
4321017. Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time bound
4321018. Develop a foundational knowledge of accounting to understand its nature and scope
4321019. Describe the role and function of human resources management
4321020. Manage business risks to protect a business's financial well-being
4321021. Assess needed safety policies/procedures to ensure protection of employees
4321022. Analyze and exhibit leadership traits and the various roles within organizations (e.g. contribute ideas; share in building
an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization’s vision; and mentor others)

4 3 2 1 0 23. Consider issues related to self, team, community, diversity, environment, and global awareness when leading others

4 3 2 1 0 24. Describe how staff growth and development to increase productivity and employee satisfaction

4 3 2 1 0 25. Explain and identify best practices for successful team functioning

4 3 2 1 0 26. Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions

4 3 2 1 0 27. Describe the nature and scope of business laws and regulations

4 3 2 1 0 28. Utilize career-advancement activities to enhance professional development

4 3 2 1 0 29. Use information literacy skills to increase workplace efficiency and effectiveness

4 3 2 1 0 30. Acquire a foundational knowledge of information management to understand its nature and scope

4 3 2 1 0 31. Maintain business records to facilitate business operations

4 3 2 1 0 32. Acquire information to guide business decision-making

4 3 2 1 0 33. Manage financial resources to maintain business solvency

4 3 2 1 0 34. Explain the role that business management has in contributing to business success

4 3 2 1 0 35. Manage purchasing activities to obtain the best service/product at the least cost

4 3 2 1 0 36. Manage quality-control processes to minimize errors and to expedite workflow

4 3 2 1 0 37. Explain the nature and scope of risk management practices within a business

4 3 2 1 0 38. Plan organization's/department's activities to guide and support decisions and to ensure that staff focus on current and future operational priorities

4 3 2 1 0 39. Develop business plans to meet company needs

4 3 2 1 0 5. Demonstrate an understanding of costs and benefits analysis by giving real-world examples which properly evaluate alternatives

4 3 2 1 0 6. Establish a clear distinction between absolute and comparative advantage

4 3 2 1 0 7. Illustrate examples of specialization, recognizing the interdependence it creates

4 3 2 1 0 8. List some advantages and disadvantages of market-oriented economies as well as more directed economies

4 3 2 1 0 9. Explain the role of price and other determinants of demand (e.g., income, expectations, price of related goods,...)

4 3 2 1 0 10. Define the role of price in influencing the quantity supplied

4 3 2 1 0 11. Demonstrate an understanding how markets can be effective in allocating scarcity

4 3 2 1 0 12. Illustrate and explain the pressures on a market price to increase or decrease

4 3 2 1 0 13. Explain the role markets play in continuing to respond in a dynamic economy

4 3 2 1 0 14. Change non-price determinants of supply to illustrate shifts in a supply curve

4 3 2 1 0 15. Evaluate relationship between inputs and outputs

4 3 2 1 0 16. Use expenditures (explicit costs) along with implicit costs (e.g., opportunity cost) in making profit maximizing decisions

12105 – BUSINESS ECONOMICS (.5 credit) (KBOR Qualified Admissions – Social Science)

4 3 2 1 0 1. Describe how relative scarcity exists in all societies

4 3 2 1 0 2. Give real-world examples of each type of scarce resource (e.g., Natural resources, labor, capital, entrepreneurs)

4 3 2 1 0 3. Identify examples of virtually unlimited wants

4 3 2 1 0 4. Explain the most valuable thing a person gives up is his or her opportunity cost

- 9 -
10202 – COMPUTER GRAPHICS (1 credit)

4 3 2 1 0 1. Demonstrate knowledge of the basic principles of motion graphics
4 3 2 1 0 2. Demonstrate proficiency in the use of digital imaging
4 3 2 1 0 3. Manipulate images, video, and motion graphics
4 3 2 1 0 4. Create and refine design concepts
4 3 2 1 0 5. Alter digitized images using an image manipulation program
4 3 2 1 0 6. Alter digitized video using a video manipulation program
4 3 2 1 0 7. Apply color theory to select appropriate colors
4 3 2 1 0 8. Apply knowledge of typography
4 3 2 1 0 9. Apply principles and elements of design
4 3 2 1 0 10. Create and/or implement the look and feel of a product
4 3 2 1 0 11. Create graphical images and/or video elements
4 3 2 1 0 12. Enhance digital communication presentation using a photographic process
4 3 2 1 0 13. Evaluate visual appeal
4 3 2 1 0 14. Produce or acquire graphics content
4 3 2 1 0 15. Differentiate between copyright and trademarks
4 3 2 1 0 16. Define scope of work to achieve individual and group goals
4 3 2 1 0 17. Use available reference tools as appropriate
4 3 2 1 0 18. Explain the key functions and applications of software

4 3 2 1 0 19. Explain the need for regular backup procedures

35162 – DIGITAL MARKETING (.5 credit)

4 3 2 1 0 1. Explain why organizations use e-commerce
4 3 2 1 0 2. Explain the concept of e-commerce
4 3 2 1 0 3. Trace the history of e-commerce business models
4 3 2 1 0 4. Job functions and responsibilities of those employed in e-commerce
4 3 2 1 0 5. Explore ethical considerations and tensions related to e-commerce business models
4 3 2 1 0 6. Examine how culture influences global e-commerce
4 3 2 1 0 7. Recognize some of the social and ethical implications of e-commerce
4 3 2 1 0 8. Discuss the basic economic impact of e-commerce
4 3 2 1 0 9. Define state and federal laws governing e-commerce practices
4 3 2 1 0 10. Generalize the concept of search engine optimization
4 3 2 1 0 11. Explore strategies for optimizing search engine advertising
4 3 2 1 0 12. Discuss fundamental principles of Internet based search engines
4 3 2 1 0 13. Describe the purpose of Internet based search engines
4 3 2 1 0 14. Recognize search engine tools and analytics available for businesses
4 3 2 1 0 15. Explain the methods used in email marketing
4 3 2 1 0  16. Describe the role of email marketing in the promotional plan
4 3 2 1 0  17. Summarize the general principles of how email campaigns work
4 3 2 1 0  18. Identify email marketing mediums: traditional, new and experimental
4 3 2 1 0  19. Describe the role of website analytics as a marketing function
4 3 2 1 0  20. Discuss how a website's analytic data is collected and used in the marketing function
4 3 2 1 0  21. Identify how a website's analytics and data are collected and used in the promotional mix
4 3 2 1 0  22. Restate best practices in digital, graphical displays of information
4 3 2 1 0  23. Discuss the impact on consumers from a company's digital presence
4 3 2 1 0  24. Explain the use of online forms and other digital tools to maximize premium brand awareness
4 3 2 1 0  25. Collect examples of each major types of online branding and present findings to class
4 3 2 1 0  26. Recommend social media decisions
4 3 2 1 0  27. Evaluate methods in which a digital market can be segmented
4 3 2 1 0  28. Summarize the role and methods of social media planning
4 3 2 1 0  29. Develop a digital marketing plan
4 3 2 1 0  30. Create a social media advertising plan

4 3 2 1 0  31. Explain career opportunities in digital marketing
4 3 2 1 0  32. Evaluate career advancement activities in digital marketing to enhance professional development
4 3 2 1 0  33. Illustrate the services of professional organizations in digital marketing

12053 – ENTREPRENEURSHIP (.5 credit)
4 3 2 1 0  1. Solve mathematical problems using numbers and operations
4 3 2 1 0  2. Incorporate algebraic skills to make business decisions
4 3 2 1 0  3. Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner
4 3 2 1 0  4. Explain and describe cost/benefit analysis as it explains cost-profit relationships
4 3 2 1 0  5. Explain and demonstrate the nature of effective communications
4 3 2 1 0  6. Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership
4 3 2 1 0  7. Describe the relationship between principled entrepreneurship versus personal responsibility
4 3 2 1 0  8. Describe the relationship between government and business
4 3 2 1 0  9. Identify types of business ownership
4 3 2 1 0 10. Demonstrate understanding of managerial and business ethics
4 3 2 1 0 11. Analyze and define entrepreneurship
4 3 2 1 0 12. Expound on the importance of entrepreneurship on market economies
4 3 2 1 0 13. Explain characteristics of an entrepreneur as it relates to personal assessment and management
4 3 2 1 0 14. Identify successful methods in developing and assessing innovative business ideas
4 3 2 1 0 15. Give explanation on how entrepreneurs recognize marketplace opportunities
4 3 2 1 0 16. Explain tools used by entrepreneurs for venture planning
4 3 2 1 0 17. Explain proper methods in assessing and calculating risk in developing a business venture
4 3 2 1 0 18. Describe the need for continuation planning as it relates with entrepreneurship/small business ownership
4 3 2 1 0 19. The student demonstrates an understanding of information management concepts and how they support effective business operations
4 3 2 1 0 20. Describe the impact of the Internet on entrepreneurship/small business ownership
4 3 2 1 0 21. Understand marketing's role and function in business to facilitate economic exchanges with customers

4 3 2 1 0 22. Analyze the role of marketing research in constructing a small business management model

4 3 2 1 0 23. Describe marketing functions and related activities

4 3 2 1 0 24. Describe the components and purpose of a business plan

4 3 2 1 0 25. Examine and explain the components and purpose of a financial plan for a business

4 3 2 1 0 26. Identify and evaluate a local entrepreneurial venture/business

4 3 2 1 0 27. Develop organizational skills to improve efficiency

4 3 2 1 0 28. Identify and explain expense control strategies to enhance the financial well being of a business

4 3 2 1 0 29. Give explanation on how entrepreneurs incorporate accounting in making business decisions

4 3 2 1 0 30. Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner

4 3 2 1 0 31. Develop personal traits and behaviors to foster career advancement

11154 – GRAPHIC DESIGN (1 credit)

4 3 2 1 0 1. Determine client’s needs and expected outcomes

4 3 2 1 0 2. Determine purpose of the digital communication project

4 3 2 1 0 3. Determine the digital communication elements to be used

4 3 2 1 0 4. Determine the target audience

4 3 2 1 0 5. Create and produce content

4 3 2 1 0 6. Create and refine design concepts

4 3 2 1 0 7. Alter digitized images using an image manipulation program

4 3 2 1 0 8. Apply color theory to select appropriate colors

4 3 2 1 0 9. Apply knowledge of typography

4 3 2 1 0 10. Apply principles and elements of design

4 3 2 1 0 11. Create and/or implement the look and feel of the product

4 3 2 1 0 12. Create graphical images

4 3 2 1 0 13. Evaluate visual appeal

4 3 2 1 0 14. Differentiate between copyright and trademarks

4 3 2 1 0 15. Define scope of work to achieve individual and group goals

4 3 2 1 0 16. Use available reference tools as appropriate

12165 – PRINCIPLES OF ADVERTISING (.5 credit)

4 3 2 1 0 1. Explain why organizations advertise (NBEA)

4 3 2 1 0 2. Explain the concept of advertising

4 3 2 1 0 3. Trace the history of advertising in business

4 3 2 1 0 4. Explain the different job functions and responsibilities of those employed in advertising

4 3 2 1 0 5. Explore ethical considerations and tensions related to the practice of advertising

4 3 2 1 0 6. Examine how culture influences global advertising

4 3 2 1 0 7. Recognize some of the social and ethical implications of advertising

4 3 2 1 0 8. Discuss the basic economic impact of advertising

4 3 2 1 0 9. Define state and federal laws governing advertising practices

4 3 2 1 0 10. Explore ethical considerations and tensions related to the practice of advertising

4 3 2 1 0 11. Examine how culture influences global advertising

4 3 2 1 0 12. Discuss fundamental legal principles that pertain to advertising (e.g., remedies, unfair competition, deceptive acts, deceptive practices, puffing, ambush marketing, Federal Trade Commission, etc.)

4 3 2 1 0 13. Describe the purpose (e.g., nature, characteristics, process, etc.) of advertising contracts

4 3 2 1 0 14. Recognize some of the forms of advertising regulation

4 3 2 1 0 15. Explain the methods used in marketing and advertising research

4 3 2 1 0 16. Describe the role of marketing and advertising planning

4 3 2 1 0 17. Restate some of the advantages and disadvantages of using various forms of media
4 3 2 1 0 18. Summarize the general principles of how advertising campaigns work
4 3 2 1 0 19. Identify advertising mediums, both traditional, new and experimental
4 3 2 1 0 20. Recommend media pricing decisions
4 3 2 1 0 21. Evaluate marketing segmentation criteria
4 3 2 1 0 22. Summarize the role and methods of media planning
4 3 2 1 0 23. Explain the role of promotion as a marketing function
4 3 2 1 0 24. Explain the elements of the promotional mix
4 3 2 1 0 25. Explain how a product influences the promotional mix
4 3 2 1 0 26. Compare and contrast the major types of promotions
4 3 2 1 0 27. Discuss the impact on consumers of the different sales promotions
4 3 2 1 0 28. Assess the effectiveness of “point-of-purchase” based on shopping habits of consumers and needs of retailers
4 3 2 1 0 29. Explain the use of fulfillment forms for premiums and contents
4 3 2 1 0 30. Collect examples of each major type of promotion and present to the class
4 3 2 1 0 31. Develop a sales promotion plan
4 3 2 1 0 32. Create an advertising plan
4 3 2 1 0 33. Prepare a public relations plan
4 3 2 1 0 34. Explain career opportunities in advertising
4 3 2 1 0 35. Evaluate career advancement activities in advertising to enhance professional development
4 3 2 1 0 36. Illustrate the services of professional organizations in advertising
4 3 2 1 0 37. Explain the nature and scope of the selling function
4 3 2 1 0 38. Describe product information for use in selling
4 3 2 1 0 39. Identify customer’s buying motives for use in selling
4 3 2 1 0 40. Generalize customer buying decisions
4 3 2 1 0 41. Explain how to demonstrate a product
4 3 2 1 0 42. Illustrate how to recommend a specific product
4 3 2 1 0 43. Prepare for the sales presentation
4 3 2 1 0 44. Determine customer/client needs
4 3 2 1 0 45. Articulate key factors in building a clientele
4 3 2 1 0 46. Contrast between consumer and organizational buying behavior
4 3 2 1 0 47. Explain the selling process
4 3 2 1 0 48. Examine methods that establish relationships with the client/customer
4 3 2 1 0 49. Present advertising recommendations to client
4 3 2 1 0 50. Facilitate customer buying decisions
4 3 2 1 0 51. Demonstrate suggestive selling and follow-up
4 3 2 1 0 52. Understand how to sell goods and services and how to close a sale

12163 – SPORTS / ENTERTAINMENT MARKETING (.5 credit)
4 3 2 1 0 1. Analyze current trends in sports and entertainment marketing
4 3 2 1 0 2. Describe the types of sports and entertainment that have become increasingly popular internationally
4 3 2 1 0 3. Describe ways sports and entertainment marketing has increased international awareness of each
4 3 2 1 0 4. Understand the market potential for sports & entertainment
4 3 2 1 0 5. Discuss the impact of emotional ties of fans to sports on an athlete’s earning power
4 3 2 1 0 6. Discuss the impact of marketing on profitability in sports and entertainment marketing
4 3 2 1 0 7. Define the goals of public relations
4 3 2 1 0 8. Identify the role of public relations firms in sports and entertainment marketing
4 3 2 1 0 9. Identify the components of a public relations “Plan of Action”
4 3 2 1 0 10. Define “goodwill”
4 3 2 1 0 11. Discuss the relationship between athletes/entertainers and public
4 3 2 1 0 12. List ways of enhancing public relations in sports and entertainment marketing
4 3 2 1 0 13. Identify the purposes and benefits of fan clubs
4 3 2 1 0 14. Discuss the impact of fan behavior on public relations
43210 15. Explain the significance of fund-raising activities in sports and entertainment marketing
43210 16. Describe the public relations impact of fund-raising activities in sports and entertainment marketing
43210 17. Explain methods of advertising sports and entertainment events
43210 18. Discuss the advantages and disadvantages of advertising methods used in sports and entertainment marketing
43210 19. Discuss challenges of marketing special events and certain types of sports: i.e. Olympics, Women’s Athletics, and Special Olympics
43210 20. Identify sports marketing strategies
43210 21. Understand the role of sports agents
43210 22. Describe the distribution process for sports teams and organizations
43210 23. Discuss the relationship between a player’s ethical behavior and promotional value
43210 24. Identify the types of financing related to sports and entertainment marketing
43210 25. Discuss sponsorship of sports teams and organizations
43210 26. Discuss the levels of sports and entertainment sponsorship (individual, corporate, and fund-raising)
43210 27. Discuss how sponsors invest in sports teams and entertainment
43210 28. Identify the benefits of sports (team sponsor) and entertainment sponsorships
43210 29. Discuss the role of television in sports and entertainment sponsorships (scheduling)
43210 30. Define prohibited sponsorship
43210 31. List ways to balance obligations to fans, sponsors, and sports/entertainment governing bodies
43210 32. Define endorsements
43210 33. Discuss the restrictions on endorsements
43210 34. Identify the benefits of licensing to a team or entertainment organization
43210 35. Describe a successful sports and entertainment licensee
43210 36. Discuss the importance of marketing research
43210 37. Discuss the importance of brand/license protection

**10201 – WEB PAGE DESIGN (1 credit)**

43210 1. Develop flowchart, navigational blueprints and schema
43210 2. Create sample design showing placement of buttons/navigational graphics and suggested color scheme
43210 3. Develop storyboards
43210 4. Demonstrate knowledge of available graphics, video, motion graphics, web software programs
43210 5. Identify how different user agents (browsers, devices) affect the digital communication product
43210 6. Create and produce content
43210 7. Create and refine design concepts
43210 8. Identify, utilize and create reusable components
43210 9. Apply color theory to select appropriate colors
43210 10. Apply knowledge of typography
43210 11. Apply principles and elements of design
43210 12. Evaluate visual appeal
43210 13. Demonstrate knowledge of basic web application security
43210 14. Demonstrate knowledge of HTML, XHTML, and CSS
43210 15. Explain importance of web standards
43210 16. Demonstrate knowledge of Web 2.0
43210 17. Explain the importance of ethical behaviors and legal issues
43210 18. Demonstrate knowledge of how to use a scripting language to program a site
43210 19. Describe the function of a non-disclosure agreement (NDA)
43210 20. Differentiate between copyright and trademarks
43210 21. Explain the concept of intellectual property
43210 22. Define scope of work to achieve individual and group goals
43210 23. Use available reference tools as appropriate
43210 24. Explain the features and functions of Web browsing software
43210 25. Explain the features and functions of Web page design software
43210 26. Compare and contrast clients and servers
43210 27. Describe how bandwidth affects data transmission and on-screen image

APPLICATION COURSES

35300 – MARKETING APPLICATIONS (1 credit)
43210  1. Write persuasive messages
43210  2. Prepare simple written reports
43210  3. Write executive summaries
43210  4. Discuss the nature of customer relationship management
43210  5. Explain the role of ethics in customer relationship management
43210  6. Describe the use of technology in customer relationship management
43210  7. Describe the nature of taxes
43210  8. Analyze impact of specialization/division of labor on productivity
43210  9. Explain the concept of organized labor and business
43210 10. Explain the impact of the law of diminishing returns
43210 11. Describe the economic impact of inflation on business

43210 12. Explain the concept of Gross Domestic Product
43210 13. Discuss the impact of a nation’s unemployment rates
43210 14. Explain the economic impact of interest-rate fluctuations
43210 15. Determine the impact of business cycles on business activities
43210 16. Explain the nature of global trade
43210 17. Describe the determinants of exchange rates and their effects on the domestic economy
43210 18. Discuss the impact of culture and social issues on global trade
43210 19. Explain ethical considerations in providing information
43210 20. Persuade others
43210 21. Demonstrate negotiation skills
43210 22. Explain the nature of stress management
43210 23. Describe the need for financial information
43210 24. Describe the nature of cash flow statements
43210 25. Explain the nature of balance sheets
43210 26. Describe the nature of income statements
43210 27. Describe the nature of budgets
43210 28. Describe marketing functions and related activities
43210 29. Explain factors that influence customer/client/business buying behavior
43210 30. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
43210 31. Use time-management skills
43210 32. Demonstrate appropriate creativity
43210 33. Coordinate channel management with other marketing activities
43210 34. Explain the nature of channel-member relationships
43210 35. Explain techniques for processing marketing data
43210 36. Explain the use of descriptive statistics in marketing decision making
43210 37. Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design)
43210 38. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)
43210 39. Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.)
43210 40. Explain the nature of marketing plans
43210 41. Explain the role of situation analysis in the marketing planning process
43210 42. Explain the nature of sales forecasts
43210 43. Identify methods/techniques to generate a product idea
43210 44. Generate product ideas
4321045. Describe the nature of product bundling
4321046. Describe factors used by businesses to position corporate brands
4321047. Explain the components of advertisements
4321048. Explain the importance of coordinating elements in advertisements
4321049. Identify types of public-relations activities
4321050. Discuss internal and external audiences for public-relations activities
4321051. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences
4321052. Explain considerations used to evaluate whether to participate in trade shows/expositions
4321053. Explain the nature of a promotional plan
4321054. Coordinate activities in the promotional mix
4321055. Explain the impact of sales cycles
4321056. Differentiate between consumer and organizational buying behavior
4321057. Identify emerging trends for use in selling
4321058. Discuss motivational theories that impact buying behavior
4321059. Prospect for customers
4321060. Qualify customers/clients
4321061. Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors, and competitors’ offerings)
4321062. Book appointments with prospective clients
4321063. Prepare sales presentation
4321064. Create a presentation software package to support sales presentation
4321065. Address needs of individual personalities
4321066. Determine customer’s buying motives for use in selling
4321067. Facilitate customer/client buying decisions
4321068. Assess customer/client needs
4321069. Demonstrate product
4321070. Prescribe solution to customer/client needs
4321071. Convert customer/client objections into selling points
4321072. Close the sale
4321073. Demonstrate suggestion selling
4321074. Negotiate sales terms
4321075. Maintain sales standards
4321076. Sell good/service/idea to individuals
4321077. Sell good/service/idea to groups
4321078. Process sales documentation

12198 – MARKETING – Workplace Experience (.5 credit)

432101. Perform prescribed goals set forth in the Professional Learning Experience Plan (PLEP).
432102. Develop vocational competency enabling the student to enhance his/her employability and advancement in the marketing field.
432103. Develop good work habits and attitudes necessary to become a responsible employee at school and the work site.
432104. Develop vocational knowledge and technical skills related to current trends of industry and technology in the classroom and work site
432105. Assess abilities, interest, aptitudes, preferences, personalities, and attitudes in regards to a career choice.
432106. Improve individual employment status and earnings and adapt to changing work environments.
432107. Create a portfolio or other means that display academic and technical skills learned through experience
432108. Interpret and apply standard workplace policies, rules and regulations related to safety, punctuality and dependability, responsibility and initiative, and accuracy to details
9. Create and maintain effective and productive work relationships.

12. Explain how to effectively incorporate video into multimedia

13. Identify strategies for protecting business's web site transactions

14. Identify strategies to protect data and on-line customer transactions

15. Explain social media's impact on marketing communications

16. Discuss types of digital advertising strategies used to achieve marketing goals

17. Evaluate targeted emails

18. Identify promotional messages--advertising and digital media that appeal to targeted markets

19. Evaluate direct-marketing copy

20. Identify effective advertising layouts using color-design-typography and graphics

21. Critique advertisements

22. Explain website-development process

23. Identify strategies for attracting targeted audience to website

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

25. Create promotional signage

26. Collaborate in the design of slogans/taglines

27. Participate in the design of collateral materials to promote special events

28. Develop strategy for creating a special event

29. Setup cross-promotions

30. Develop a sales-promotion plan

31. Use past advertisements to aid in promotional planning

32. Evaluate creative work

33. Prepare promotional budget

34. Manage promotional allowances

35. Develop promotional plan for a business

36. Professional Learning Experience:

- Prepare a description of the organization and 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

43210 1. Make client presentations
43210 2. Participate in problem-solving groups
43210 3. Conduct planning meetings
43210 4. Demonstrate strategic thinking
43210 5. Manage crisis in business relationships
43210 6. Estimate project costs
43210 7. Set/monitor promotional budget
43210 8. Motivate members of a team
43210 9. Promote innovation
43210 10. Explain security considerations in marketing communications
43210 11. Develop schedule for marketing communications assignments
43210 12. Develop action plan to carry out marketing communications assignment
43210 13. Describe traits important to the success of employees in marketing communications
43210 14. Describe employment opportunities in the marketing communications industry
43210 15. Explain factors affecting the growth and development of the marketing communications industry

43210 16. Discuss the economic and social effects of marketing communications
43210 17. Analyze marketing communications in careers to determine careers of interest
43210 18. Conduct self-assessment of marketing-communications skill set
43210 19. Assess the services of professional organizations in marketing communications
43210 20. Analyze media research tool
43210 21. Select appropriate research techniques
43210 22. Determine advertising reach of media
43210 23. Read media schedule
43210 24. Develop a media plan (including budget-media allocation-and timing of ads)
43210 25. Set media buying objectives
43210 26. Plan strategy to guide media-buying process
43210 27. Compare and contrast appropriate media outlets
43210 28. Explain considerations in website pricing
43210 29. Analyze consumer behavior
43210 30. Identify ways to segment markets for marketing communications
43210 31. Describe the nature of target marketing in marketing communications

43210 32. Describe current trends/issues in marketing communications
43210 33. Develop customer/client profile
43210 34. Set price objectives for marketing communications services
43210 35. Calculate break-even point
43210 36. Explain the concept of "product" in marketing communications
43210 37. Describe services offered by the marketing-communications industry
43210 38. Generate marketing communications ideas
43210 39. Screen marketing communications ideas
43210 40. Develop a creative concept
43210 41. Explain considerations affecting global promotion
43210 42. Explain the marketing-communications development process
43210 43. Evaluate market opportunities
43210 44. Explain the nature of promotional strategies
43210 45. Describe referral programs that can be used to build brand/promote products
43210 46. Explain the use of product placement
43210 47. Discuss types of direct marketing strategies
43210 48. Explain the role of media in delivering direct marketing messages
4321049. Identify promotional messages that appeal to targeted markets
4321050. Determine advertising campaign objectives
4321051. Select advertising strategies for campaign
4321052. Prepare advertising budget
4321053. Evaluate effectiveness of advertising
4321054. Develop frequency/loyalty marketing strategy
4321055. Analyze use of specialty promotions
4321056. Establish promotional mix
4321057. Measure results of promotional mix
4321058. Determine appropriateness of promotional strategy across product lines
4321059. Explain the use of advertising agencies
4321060. Assess digital marketing efforts
4321061. Write press release
4321062. Create a press kit
4321063. Obtain publicity
4321064. Explain current issues/trends in public relations
4321065. Describe the use of crisis management in public relations
4321066. Create a public-relations campaign

**12166 – MARKETING MANAGEMENT (1 credit)**

432101. Determine product-line profitability
432102. Measure cost-effectiveness of marketing expenditures
432103. Implement organizational skills to facilitate work efforts
432104. Determine internal/external resource requirements and responsibilities for projects
432105. Analyze the impact of technology on marketing
432106. Use software to automate services
432107. Determine types of technology needed by company/agency
432108. Establish distribution points
432109. Develop performance standards for suppliers
432110. Develop new channels for products/services
432111. Identify channel-management strategies
432112. Assess marketing-information needs
432113. Identify issues and trends in marketing-information management systems
432114. Identify industry/economic trends that will impact business activities
432115. Analyze market needs and opportunities
432116. Anticipate market changes

4321017. Determine current market position
4321018. Estimate market share
4321019. Conduct customer-satisfaction studies
4321020. Predict brand share
4321021. Conduct brand audit
4321022. Display data in charts, graphs, or in tables
4321023. Prepare and use presentation software to support reports
4321024. Prepare written reports for decision-making
4321025. Determine cost of product
4321026. Calculate break-even point
4321027. Establish pricing objectives
4321028. Select pricing policies
4321029. Determine discounts and allowances that can be used to adjust base prices
4321030. Set prices
4321031. Adjust prices to maximize profitability
4321032. Evaluate pricing decisions
4321033. Determine price sensitivity
4321034. Understand social responsibility
4321035. Develop communications objectives
4321036. Develop promotional-mix activities
4321037. Develop advertising plans to achieve communications objectives
4321038. Develop sales promotion plan to achieve communications objectives
4321039. Develop public relations/publicity plan to achieve communications objectives
4321040. Understand design awareness principles used in advertising layouts to be able to communicate needs to designers
4321041. Discuss the use of illustrations in advertisements
4321042. Discuss the nature of typography
4321043. Describe effective advertising layouts
4321044. Identify types of drawing media
4321045. Explain the impact of color harmonies on composition
4321046. Describe digital color concepts
4321047. Determine client needs and wants through planned, personalized communication
4321048. Explain security considerations in marketing management
4321049. Participate in cross-functional projects
4321050. Develop an operational plan of marketing activities/initiatives
4321051. Develop promotional items, graphics, letterhead, logos
4321052. Track invoices
4321053. Track marketing budgets
4321054. Adjust marketing budget in response to new market opportunities
4321055. Understand responsibilities in marketing to demonstrate ethical/legal behavior
4321056. Explain the need for professional and ethical standards in marketing
4321057. Explain the responsibility of individuals to apply ethical standards in marketing
4321058. Explain consequences of unprofessional and/or unethical behavior in marketing
4321059. Discuss legal ramifications of breaching rules and regulations
4321060. Explore the nature of marketing management
4321061. Explore career opportunities in marketing management
4321062. Identify services of professional organizations in marketing
4321063. Complete a job application portfolio
4321064. Research on education needed to advance
4321065. Develop departmental structure
4321066. Develop strategic marketing
4321067. Assess changes in price structure
4321068. Analyze product needs and opportunities
4321069. Develop product search methods
4321070. Monitor market innovation
4321071. Create a product/brand development plan
4321072. Plan product/brand lifecycle
4321073. Develop new-product launch plan
4321074. Coordinate product launches
4321075. Evaluate product mix
4321076. Conduct product/brand audit
4321077. Professional Learning Experience:
- 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
12196 – MARKETING RESEARCH (1 credit)

1. Utilize information-technology tools to manage and perform work responsibilities
2. Assess the impact of technology on marketing research
3. Determine types of technology needed by company/agency
4. Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career
5. Acquire information about the marketing research industry to aid in making career choices
6. Identify career opportunities in marketing research
7. Explain the role and responsibilities of marketing researchers
8. Utilize career-advancement activities to enhance professional development in marketing research
9. Utilize planning tools to guide organizations/department's activities
10. Provide input into strategic planning
11. Explain the need for cross-functional teams
12. Assess marketing-information needs to develop a marketing information management system

3. Identify sources to obtain demographic data
4. Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts
5. Select appropriate research techniques
6. Identify the marketing-research problem/issue
7. Explain the nature of action research
8. Determine research approaches
9. Select data-collection methods
10. Evaluate the relationship between the research purpose and the marketing research objectives
11. Estimate the value of research information
12. Develop sampling plans
13. Prepare research briefs and proposals
14. Control sources of error and bias
15. Develop rating scales
16. Prepare diaries
17. Create simple questionnaires
18. Design qualitative research study
19. Develop screener for qualitative marketing-research study
20. Determine sample for qualitative marketing-research study
21. Obtain information from customer databases
22. Acquire information from on-line sources
23. Data mine web log for marketing information
24. Track environmental changes that impact marketing
25. Monitor sales data
26. Measure market size and composition
27. Administer questionnaires
28. Employ techniques to assess ongoing behavior
29. Conduct in-depth interviews
30. Conduct focus groups
31. Conduct continuous panel research
32. Conduct test markets
33. Conduct experiments
34. Edit research data
35. Group and score research data
36. Conduct error research data
37. Tabulate data
38. Create data matrix
39. Select and use appropriate data support systems
40. Create and Analyze narrative text
41. Interpret research data into information for decision making
4321052. Use statistical software systems
4321053. Interpret descriptive statistics for marketing decision making
4321054. Interpret correlations
4321055. Write executive summary of research report
4321056. Prepare and use presentation software to support reports
4321057. Present findings orally
4321058. Prepare written reports for decision-making
4321059. Post marketing results electronically
4321060. Determine price sensitivity
4321061. Predict demand patterns
4321062. Conduct demand analysis
4321063. Display data in charts/graphs or in tables
4321064. Evaluate product usage
4321065. Analyze purchasing behavior
4321066. Manage marketing information to facilitate product/service management decisions
4321067. Conduct product analysis
4321068. Conduct customer-satisfaction studies
4321069. Conduct service-quality studies
4321070. Identify new-product opportunities
4321071. Test product concepts
4321072. Design and conduct product tests
4321073. Determine attitudes towards products and brands
4321074. Provide information to launch new products
4321075. Estimate repeat purchase rate
4321076. Estimate purchase cycle
4321077. Understand brand equity
4321078. Estimate market share
4321079. Prepare trend analysis
4321080. Monitor inventory data
4321081. Track cost data
4321082. Collect product quality data
4321083. Conduct segmentation studies to understand how to segment products
4321084. Track brand health
4321085. Evaluate quality of marketing research studies
4321086. Measure the impact of marketing research
4321087. Suggest improvements to marketing-research activities
4321088. Research and apply demographics, psychographics, and geographics in developing a comprehensive marketing research plan
4321089. Develop and track consumer trends and buying habits
4321090. Develop a consumer profile using demographic, psychographic, and geographic data
4321091. Understand impact on social and virtual marketing on research process
4321092. Predict and understand consumer buying trends
4321093. Develop a comprehensive marketing plan
4321094. Present research project based upon client needs
4321095. Professional Learning Experience:
   - Identify the business's customer profile
   - Design a marketing research study to determine spending patterns and trends of the customer base
   - Conduct the marketing research
   - Based on the results of the research, develop a list of potential strategies that could be used to maintain/increase sales
   - Develop a plan to maintain/increase sales
   - Develop a budget for the proposed plan
   - Prepare a formal written presentation discussing the research findings and proposed plan
   - Prepare a presentation to describe the research findings and proposed plan