# Marketing Communications Course No. 35168 Credit: 0.5

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

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Communications is an Application-Level course. This course includes activities and discussion related to 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: Marketing Communication Basics & Career Outlook

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Analyze marketing communications in careers to determine careers of interest. |  |
| 1.2 | Assess the services of professional organizations in marketing communications. |  |
| 1.3 | Discuss the economic and social effects of marketing communications. |  |
| 1.4 | Describe current trends/issues in marketing communications |  |
| 1.5 | Describe services offered by the marketing communications industry. |  |
| 1.6 | Explain the marketing-communications development process. |  |
| 1.7 | Describe traits important to the success of employees in marketing communications. |  |
| 1.8 | Explain the use of advertising agencies. |  |

## Benchmark 2: Marketing Ideation Phase

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explain the concept of "product" in marketing communications. |  |
| 2.2 | Participate in problem-solving groups. |  |
| 2.3 | Conduct planning meetings. |  |
| 2.4 | Develop project budget. |  |
| 2.5 | Demonstrate strategic thinking and promote innovation. |  |
| 2.6 | Analyze media research tool. |  |
| 2.7 | Analyze consumer behavior. |  |
| 2.8 | Develop customer/client profile. |  |
| 2.9 | Identify ways to segment markets for marketing communications. |  |
| 2.10 | Describe the nature of target marketing in marketing communications. |  |
| 2.11 | Identify promotional messages that appeal to targeted markets. |  |
| 2.12 | Develop a creative concept. |  |
| 2.13 | Evaluate market opportunities. |  |

## Benchmark 3: Planning Phase

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Select appropriate research techniques. |  |
| 3.2 | Explain the nature of promotional strategies. |  |
| 3.3 | Explain considerations affecting global promotion. |  |
| 3.4 | Review marketing security considerations. |  |
| 3.5 | Describe referral programs that can be used to build brand/promote products. |  |
| 3.6 | Explain the use of product placement. |  |
| 3.7 | Discuss types of direct marketing strategies. |  |
| 3.8 | Determine advertising reach of media. |  |
| 3.9 | Establish promotional mix. |  |
| 3.10 | Estimate project costs. |  |
| 3.11 | Critically analyze cost and alignment with target audience, decide if ad platform aligns with brand vision. |  |
| 3.12 | Develop schedule for marketing communications assignments. |  |
| 3.13 | Develop a media plan (including budget-media allocation and timing of ads). |  |
| 3.14 | Read media schedule. |  |
| 3.15 | Explain considerations in website pricing. |  |
| 3.16 | Calculate break-even point. |  |
| 3.17 | Determine advertising campaign objectives. |  |
| 3.18 | Select advertising strategies for campaign. |  |
| 3.19 | Determine appropriateness of promotional strategy across product lines. |  |
| 3.20 | Determine digital strategy. |  |

## Benchmark 4: Execution Phase

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop action plan to carry out marketing communications assignment. |  |
| 4.2 | Develop and present client presentations. |  |
| 4.3 | Demonstrate ability to lead and motivate members of a team. |  |
| 4.4 | Develop public relations strategy and plan. |  |
| 4.5 | Set/monitor promotional budget. |  |
| 4.6 | Prepare advertising budget. |  |
| 4.7 | Explain and demonstrate knowledge of crisis management and plan creation. |  |
| 4.8 | Develop frequency/loyalty marketing strategy. |  |

## Benchmark 5: Evaluation Phase

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Evaluate effectiveness of advertising. |  |
| 5.2 | Measure results of promotional mix. |  |
| 5.3 | Utilize analytics to measure ROI (Return on Investment). |  |

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

Instructor Signature:

For more information, contact:

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