

# Marketing Communications Pathway

**Career Cluster:** Marketing

**Cluster Big Idea:**

- Relationships

**Cluster Enduring Understandings:**

- Price is a function of supply and demand.
- Marketing decisions involve a process that is based on consumer wants.
- Communication influences others.
- Money makes the world go around.
- A picture paints a thousand words.

**Cluster Essential Questions:**

- What is success?
- Why are customer relationships important?
- Can one hear but not listen?

**Pathway Big Idea:**

- Relationships

**Pathway Enduring Understandings:**

- The written word is powerful.
- Visual images impact society.
- Since no business can successfully satisfy all consumers with the same product, it must identify its target market.

**Pathway Essential Questions:**

- How is feeling or mood conveyed?
- How is a message targeted?
- What is an effective message?
- Is the medium the message?

**Standard Statement:** Students will use marketing concepts, functions, theories, and computerized tools to analyze the ways in which economic, consumer, and environmental variables affect the marketing process.

## Marketing Communications Pathway

**Pathway Knowledge and Skills (what students should know and be able to do):**

Knowledge	Skills
Recognize appropriate software for task	Use appropriate software for various tasks
Ethics play a large part of business communications	Active listening
Familiarity with professional organizations	Effective verbal communication
Available career opportunities	Effective written communication
Strategies for disseminating information to assist in business decision-making	Follow directions through reading
	Create advertising campaigns

**Pathway Careers:** Advertising Manager, Public Relations Manager, Public Information Director, Sales Promotion Manager, Account Executives, Account Supervisor, Sales Representative, Marketing Associate, Media Buyer or Planner, Interactive Media Specialist, Copywriter, Research Specialist, Research Assistant, Customer Service Representative

## Marketing Communications Pathway

### Instructional Area: Business Law

<b>Performance Element MC.01:</b> Examine the diversity of laws and regulations surrounding business in the United States.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Describe legal issues affecting businesses.</p> <p>Describe the nature of legally binding contracts.</p> <p>Discuss the nature of debtor-creditor relationships.</p> <p>Explain types of business ownership.</p>	<p>Explain the nature of contract exclusivity.</p> <p>Describe methods used to protect intellectual property.</p>	<p>Review the commerce laws and regulations that facilitate business operations.</p> <p>Review tax laws and regulations in order to adhere to governmental requirements.</p> <p>Identify the basic torts relating to business enterprises.</p> <p>Explain the nature of agency relationships.</p> <p>Discuss the nature of environmental law.</p> <p>Discuss the role of administrative law.</p>
<b>Performance Element MC.02:</b> Explore the importance of ethical and legal behavior in marketing.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the need for professional and ethical standards in marketing.</p> <p>Evaluate the responsibility of individuals to apply ethical standards.</p>	<p>Contrast consequences of unprofessional or unethical behavior.</p> <p>Discuss the legal ramifications of breaching rules and regulations.</p>

## Marketing Communications Pathway

### Instructional Area: Channel Management

<b>Performance Element MC.03:</b> Acquire foundational knowledge of channel management and understand its role in marketing.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the nature of channels of distribution.</p> <p>Describe the use of technology in channel management.</p> <p>Explain legal considerations in channel management.</p> <p>Evaluate ethical considerations in channel management.</p> <p>Establish distribution points.</p> <p>Develop performance standards for suppliers.</p> <p>Compose new channels for products and services.</p>	<p>Develop collaborative relationships with channel members.</p> <p>Generate channel management strategies.</p>
<b>Performance Element MC.04:</b> Understand how channel activities help minimize costs and determine distribution strategies.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Coordinate channel management with other marketing activities.</p> <p>Examine the performance standards of distributors.</p> <p>Evaluate buyer-seller relationships.</p>	<p>Select channels of distribution.</p> <p>Evaluate channel members.</p>

## Marketing Communications Pathway

### Instructional Area: Customer Relations

<b>Performance Element MC.05:</b> Foster positive relationships with customers to enhance company image.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the nature of positive customer relationships.</p> <p>Demonstrate a customer-service mind-set.</p> <p>Reinforce service orientation through communication.</p> <p>Respond to customer inquiries.</p> <p>Explain business policies to customers.</p>	<p>Explain the role of employees in customer relations.</p> <p>Handle customer complaints.</p>	<p>Determine ways to reinforce company image through employee promise.</p>

### Instructional Area: Economics

<b>Performance Element MC.06:</b> Understand fundamental economic concepts.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Distinguish between economic goods and economic services.</p> <p>Explain the concept of economic resources.</p> <p>Describe the concepts of economics and economic activities.</p> <p>Determine economic utilities created by business activities.</p> <p>Explain the principles of supply and demand.</p> <p>Describe the functions of prices in markets.</p>	<p>Explain the types of economic systems.</p> <p>Discuss the concept of private enterprise.</p> <p>Identify factors affecting business profit.</p> <p>Determine factors affecting business risk.</p>	<p>Illustrate the concept of competition.</p> <p>Evaluate how markets function.</p>

## Marketing Communications Pathway

<b>Performance Element MC.07: Understand the nature of business and how business contributes to society.</b>		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the role of business in society.</p> <p>Describe types of business activities.</p> <p>Discuss the global environment in which businesses operate.</p> <p>Explain the nature of business ethics.</p>	<p>Explain how accounting impacts businesses.</p> <p>Explain the concept of fiscal policies.</p> <p>Interpret the relationship between government and business.</p> <p>Describe the nature of taxes.</p> <p>Forecast the impact of business activity cycles.</p>	<p>Describe the effects of fiscal and monetary policies.</p> <p>Explain the impact of the law of diminishing returns.</p> <p>Evaluate the nature of cost-benefit analysis.</p> <p>Analyze relationships between total revenue, marginal revenue, output, and profit.</p> <p>Measure the impact of cultural and social environments on global trade.</p>

### Instructional Area: Financial Analysis

<b>Performance Element MC.08: Understand the fundamental principles of money necessary for financial exchanges.</b>		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the role of finance in business.</p> <p>Explain forms of financial exchange (e.g., cash, credit, debit, and electronic funds transfer).</p> <p>Identify types of currency (e.g., paper money, coins, banknotes, governmental bonds, and treasury notes).</p> <p>Describe sources of income (e.g., wages and salaries, interest, rent, dividends, and transfer payments).</p> <p>Explain the time value of money.</p>		

## Marketing Communications Pathway

<b>Performance Element MC.09:</b> Understand the concepts needed to manage financial resources and ensure solvency.		
<b>Performance Indicators:</b> <b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Evaluate project costs. Evaluate budgets.	Predict project costs. Interpret financial statements.
<b>Performance Element MC.10:</b> Acquire foundational knowledge regarding the nature and scope of financing and credit.		
<b>Performance Indicators:</b> <b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the nature of financial needs (e.g., college, retirement, wills, and insurance).</p> <p>Set financial goals.</p> <p>Develop a personal budget.</p> <p>Explain the nature of tax liabilities.</p> <p>Interpret a pay stub.</p> <p>Read and reconcile bank statements.</p> <p>Maintain financial records.</p> <p>Demonstrate the wise use of credit.</p> <p>Describe types of financial services providers.</p> <p>Describe the concept of insurance.</p> <p>Explain the concept of accounting.</p> <p>Explain the need for accounting standards, such as Generally Accepted Accounting Principles (GAAP).</p> <p>Describe the nature of budgets.</p>	<p>Implement accounting procedures to track money flow.</p> <p>Discuss the credit process.</p> <p>Explain legal responsibilities associated with financial exchanges.</p> <p>Describe the nature of budgets.</p> <p>Explain the purpose and importance of obtaining business credit.</p> <p>Determine financing needed for business operations.</p> <p>Discuss considerations in selecting a financial services provider.</p>	<p>Measure the cost-effectiveness of marketing expenditures.</p> <p>Identify speculative business risks.</p> <p>Explain the nature of risk management.</p>

## Marketing Communications Pathway

### Instructional Area: Human Resource Management

<b>Performance Element MC.11: Illustrate how staff growth and development can increase productivity and employee satisfaction.</b>		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Discuss the nature of human resource management.</p>	<p>Orient new employees.</p> <p>Explain the role of training and human resource development.</p> <p>Explain the nature of management or supervisory training.</p> <p>Coach employees.</p> <p>Maintain an ongoing discussion of issues related to compensation.</p> <p>Supervise staff.</p> <p>Ensure equitable opportunities for employees.</p> <p>Explain staff training methods.</p> <p>Assess employee performance.</p> <p>Implement organizational skills (e.g., create staff schedules).</p> <p>Help employees to prioritize their work responsibilities.</p> <p>Delegate work.</p> <p>Coordinate the efforts of cross-functional teams to achieve project or company goals.</p> <p>Manage collaborative efforts.</p> <p>Harmonize tasks, projects, and employees in the context of business priorities.</p> <p>Handle employee complaints and grievances.</p>	<p>Determine hiring needs.</p> <p>Screen job applications and résumés.</p> <p>Interview job applicants.</p> <p>Discuss employee compensation.</p> <p>Select and hire new employees.</p> <p>Conduct exit interviews.</p> <p>Dismiss or fire employees.</p> <p>Maintain human resources records.</p> <p>Explain issues associated with the payroll process.</p> <p>Explain the nature of remedial action.</p>

## Marketing Communications Pathway

	<p>List ways to motivate members of a team.</p> <p>Promote innovation.</p> <p>Conduct planning meetings.</p>	
<p><b>Performance Element MC.12:</b> Show the relationship between resolving staff issues and enhancing productivity.</p>		
<p><b>Performance Indicators:</b></p>		
<p><b>Core Level</b></p>	<p><b>Mid Level</b></p>	<p><b>Exit Level</b></p>
	<p>Use effective communication to resolve problems with workflow.</p> <p>Respond appropriately to employees depending on their different personality traits.</p>	

### Instructional Area: Marketing

<p><b>Performance Element MC.13:</b> Understand the relationship between marketing and marketing communications and show command of the nature and scope of both.</p>		
<p><b>Performance Indicators:</b></p>		
<p><b>Core Level</b></p>	<p><b>Mid Level</b></p>	<p><b>Exit Level</b></p>
<p>Explain marketing and its importance in a global economy.</p> <p>Describe marketing functions and related activities.</p> <p>Explain the role of promotion as a marketing function.</p> <p>Explain types of promotion.</p> <p>Explain the nature and scope of selling.</p> <p>Explain customer and business buying behavior.</p> <p>Describe the need for marketing information.</p>	<p>Identify information monitored for marketing decision making.</p> <p>Describe data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, and scanners).</p> <p>Explain the concept of marketing strategies.</p> <p>Explain the concept of market and market identification.</p> <p>Explain the nature of marketing plans.</p> <p>Explain factors that affect pricing decisions.</p>	<p>Differentiate between service marketing and product marketing.</p> <p>Analyze the relationship between promotion and marketing.</p> <p>Employ entrepreneurship discovery strategies to generate feasible ideas for business ventures.</p> <p>Identify a company’s unique selling proposition.</p> <p>Identify internal and external service standards.</p> <p>Discuss methods employees can use to motivate decision making.</p>

## Marketing Communications Pathway

	<p>Identify product opportunities.</p> <p>Identify methods and techniques used to generate a product idea.</p> <p>Generate product ideas.</p>	
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### Instructional Area: Marketing Information Management

<b>Performance Element MC.14:</b> Acquire foundational knowledge regarding the nature and scope of marketing information management.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe the need for marketing information.</p> <p>Explain the nature and scope of marketing information management.</p> <p>Explain the role of ethics in marketing information management.</p> <p>Describe the use of technology in marketing information management.</p>	
<b>Performance Element MC.15:</b> Compile marketing research activities that ensure the appropriateness and adequacy of data collection efforts.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the nature of marketing research.</p> <p>Explain the types of primary marketing research.</p> <p>Identify sources of primary and secondary data.</p> <p>Explain research techniques.</p> <p>Determine the research issue.</p>	<p>Describe types of rating scales (e.g., Likert scales, semantic differential scales, and behavior intention scales).</p> <p>Explain the use of diaries (e.g., product, media use, and contact).</p> <p>Explain the nature of qualitative research.</p>

## Marketing Communications Pathway

	<p>Identify research approaches (e.g., observation, survey, and experiment) appropriate to the research issue.</p> <p>Identify the relationship between the research purpose and the marketing research objectives.</p> <p>Discuss the nature of sampling plans (e.g., who, how many, how chosen).</p> <p>Analyze media research tools.</p> <p>Select appropriate research techniques.</p>	<p>Design a qualitative research study.</p>
<p><b>Performance Element MC.16:</b> Understand data collection methods and evaluate their appropriateness for a certain research issue.</p>		
<p><b>Performance Indicators:</b></p>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Identify information monitored for marketing decision making.</p> <p>Examine data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, and scanners).</p> <p>Develop a discussion guide for a qualitative research study.</p>	<p>Develop a screener for a qualitative research study.</p> <p>Recommend the sample for a qualitative research study.</p>
<p><b>Performance Element MC.17:</b> Interpret and synthesize marketing information to test hypotheses and resolve issues.</p>		
<p><b>Performance Indicators:</b></p>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe techniques for processing marketing information.</p> <p>Explain the use of descriptive statistics in marketing decision making.</p>	<p>Interpret qualitative research findings.</p> <p>Assess marketing research briefs to determine comprehensiveness and clarity.</p>

## Marketing Communications Pathway

<b>Performance Element MC.18:</b> Evaluate marketing information to ensure the accuracy and adequacy of data used in decision making.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the nature of marketing research briefs.</p> <p>Determine the usefulness of marketing research briefs.</p> <p>Gather brand information.</p> <p>Conduct pre-campaign testing.</p> <p>Record performance of promotional activities.</p> <p>Chart trends (e.g., social, buying, and advertising agency).</p> <p>Analyze consumer behavior (e.g., media consumption and buying).</p> <p>Conduct an idea-generation session.</p> <p>Facilitate a research group.</p>	<p>Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, and sample design).</p> <p>Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout).</p> <p>Evaluate the strengths and weaknesses of information sources.</p> <p>Assess the timeliness of research information.</p> <p>Support the appropriateness of research methods for the research issue.</p>

# Marketing Communications Pathway

## Instructional Area: Marketing Planning

Performance Element MC.19: Interpret marketing information to develop a market plan and related activities.		
Performance Indicators:		
Core Level	Mid Level	Exit Level
	<p>Explain the concept of marketing.</p> <p>Explain the concept of market and market identification.</p> <p>Explain the nature of marketing plans.</p> <p>Identify ways to segment markets.</p> <p>Describe the nature of target marketing.</p> <p>Discuss current issues and trends.</p> <p>Develop a customer profile.</p> <p>Construct a marketing budget.</p> <p>Evaluate market opportunities.</p> <p>Explain the nature of sales forecasts.</p>	<p>Construct a marketing budget.</p> <p>Evaluate market opportunities.</p> <p>Identify considerations in implementing global marketing strategies.</p> <p>Explain the role of situational analysis in the marketing planning process.</p> <p>Conduct a market analysis.</p> <p>Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis for use in the marketing planning process.</p> <p>Assess global trends and opportunities.</p> <p>Conduct a competitive analysis.</p> <p>Forecast sales for a marketing plan.</p> <p>Set marketing goals and objectives.</p> <p>Select marketing metrics.</p> <p>Set a marketing budget.</p> <p>Develop a marketing plan.</p>

## Marketing Communications Pathway

<b>Performance Element MC.20:</b> Assess marketing strategies to improve return on marketing investment (ROMI).		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Understand economic indicators in order to recognize market trends and conditions.</p> <p>Explain marketing mix.</p> <p>Discuss sales and marketing solutions used to improve revenue growth.</p>	<p>Discuss sales and marketing solutions used to improve revenue growth.</p>

### Instructional Area: Operations

<b>Performance Element MC.21:</b> Understand operation's role and function in business to value its contribution to a company.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the nature of operations.</p>		
<b>Performance Element MC.22:</b> Understand the health and safety regulations that help support a safe work environment.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Describe health and safety regulations in business.</p> <p>Explain procedures for reporting noncompliance with health and safety regulations.</p> <p>Follow instructions for the safe use of equipment, tools, and machinery.</p> <p>Follow safety precautions.</p>	<p>Discuss safety policies and procedures that minimize loss.</p> <p>Maintain a safe work environment.</p> <p>Explain procedures for handling accidents.</p> <p>Handle and report emergency situations.</p>	<p>Identify potential safety issues.</p> <p>Establish safety policies and procedures.</p> <p>Explain routine security precautions.</p> <p>Follow established security policies and procedures.</p> <p>Protect company information and intangibles.</p>

## Marketing Communications Pathway

<b>Performance Element MC.23:</b> Apply quality-control processes to minimize errors and expedite workflow.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Develop a schedule of assignments. Create an action plan to carry out assignments. Demonstrate project management skills.	
<b>Performance Element MC.24:</b> Develop policies and procedures to protect workplace and company security.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Explain security considerations. Explain data security. Identify strategies for protecting a business Web site. Identify strategies to protect online customer transactions.	Develop strategies to protect digital data. Implement security policies and procedures to minimize loss. Compose policies and procedures to protect workplace and company security.
<b>Performance Element MC.25:</b> Analyze vendor performance to choose those which provide the best marketing communications services and materials.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
Explain the nature and scope of purchasing.	Manage the bid process in purchasing. Select vendors. Place orders and reorders. Maintain an inventory of supplies.	Evaluate vendors' services. Negotiate terms with vendors.

## Marketing Communications Pathway

<b>Performance Element MC.26:</b> Apply techniques to monitor the production of marketing communications materials.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the concept of production.</p> <p>Describe production activities.</p>	<p>Utilize quality-control methods at work.</p> <p>Describe the crucial elements of a quality culture.</p> <p>Discuss the role of management in the achievement of quality.</p> <p>Establish efficient operating systems.</p> <p>Explain the role of employees in expense control.</p> <p>Control the use of supplies.</p> <p>Identify quality-control measures.</p> <p>Explain the nature of overhead and operating costs.</p>	<p>Evaluate the production of marketing communications materials.</p>

### Instructional Area: Pricing

<b>Performance Element MC.27:</b> Acquire foundational knowledge of pricing and understand its role in marketing.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the nature and scope of pricing.</p> <p>Describe the role of business ethics in pricing.</p> <p>Explain the use of technology in pricing.</p> <p>Explain legal considerations in pricing.</p> <p>Explain pricing practices used in marketing communications.</p> <p>Evaluate the nature of pricing models.</p>	

## Marketing Communications Pathway

<b>Performance Element MC.28:</b> Understand how pricing strategies set the cost of marketing communications services.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Explain factors affecting pricing decisions. Explain considerations in Web-site pricing. Create price objectives. Calculate a break-even point. Select pricing strategies.	Discuss charges with vendors. Discuss contract terms. Establish a price for services. Evaluate prices to maximize profitability.

### Instructional Area: Product and Service Management

<b>Performance Element MC.29:</b> Demonstrate knowledge regarding the nature and scope of product and service management activities.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Explain the nature and scope of product and service management. Identify the impact of product life cycles on marketing decisions. Describe the use of technology in product and service management. Explain business ethics related to product and service management. Explain the concept of “product” in marketing communications. Describe services offered by the marketing communications industry.	

## Marketing Communications Pathway

<b>Performance Element MC.30:</b> Decide how to employ product-mix strategies to meet customer expectations.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the concept of product mix.</p> <p>Describe the nature of product bundling.</p> <p>Explain the nature of product extension.</p> <p>Identify product extensions that can be used in marketing communications.</p>	<p>Identify a product to fulfill customer needs.</p> <p>Plan product mix.</p> <p>Determine which services to provide customers.</p>
<b>Performance Element MC.31:</b> Show how to position a product or service to achieve a desired business image.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe factors used by marketers to position products and services.</p> <p>Explain the nature of product and service branding.</p> <p>Explain the role of customer service in positioning and image building.</p> <p>Develop strategies to position products and services.</p> <p>Build a product or service.</p> <p>Analyze factors businesses use to position corporate brands.</p>	<p>Explain equity positioning.</p> <p>Evaluate the effectiveness of marketing communications services.</p> <p>Determine strategies for balancing the standardization of services with the personalization of services.</p> <p>Develop strategies to position corporate brands.</p> <p>Build corporate brands.</p>
<b>Performance Element MC.32:</b> Generate marketing communications ideas that would contribute to ongoing business success.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Generate marketing communications ideas.</p> <p>Evaluate marketing communications ideas.</p> <p>Develop a creative concept.</p>	<p>Explain how quality assurance concepts enhance product and service offerings.</p>

## Marketing Communications Pathway

<b>Performance Element MC.33:</b> Apply quality assurances to enhance product and service offerings.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe the uses of grades and standards in marketing.</p> <p>Explain warranties and guarantees.</p> <p>Identify the consumer protection provisions of appropriate agencies.</p>	<p>Evaluate the customer experience.</p>

### Instructional Area: Promotion

<b>Performance Element MC.34:</b> Acquire foundational knowledge regarding the nature and scope of promotion.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the role of promotion as a marketing function.</p> <p>Explain the types of promotion.</p> <p>Identify the elements of promotional mix.</p> <p>Describe the use of business ethics in promotion.</p> <p>Describe the use of technology in promotion.</p> <p>Describe the regulation of promotion.</p> <p>Explain types of advertising media.</p> <p>Explain the components of advertisements.</p> <p>Identify types of public relations activities.</p>	<p>Support promotional activities that maximize return on marketing effort.</p> <p>Evaluate the long- and short-term results of promotional efforts.</p> <p>Explain considerations used to evaluate potential participation in trade shows or expositions.</p>

## Marketing Communications Pathway

<b>Performance Element MC.35:</b> Utilize word-of-mouth strategies to build brand and promote products.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the nature of word-of-mouth (WOM) strategies.</p> <p>Select WOM strategies appropriate for promotional objectives.</p> <p>Explain the nature of buzz marketing.</p> <p>Develop buzz-marketing strategies.</p> <p>Explain considerations in developing viral marketing campaigns.</p> <p>Design viral marketing strategies.</p> <p>Describe considerations in developing customer evangelists.</p> <p>Create a customer evangelist strategy.</p> <p>Explain the use of celebrities and influencers as a WOM strategy.</p> <p>Select a celebrity or influencer to deliver a promotional message.</p>	<p>Describe referral programs that can be used to build brand and promote products.</p> <p>Develop a referral program to build brand and promote products.</p> <p>Evaluate the use of product placement.</p> <p>Predict opportunities for product placement.</p>
<b>Performance Element MC.36:</b> Discuss how direct marketing is used to attract attention and build brand name.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Discuss the types of direct marketing strategies.</p> <p>Analyze the role of media in delivering direct marketing messages.</p>	

## Marketing Communications Pathway

<b>Performance Element MC.37:</b> Explain how social media is used to obtain customer attention or gain customer insight.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe the use of corporate blogging.</p> <p>Explain the use of Really Simple Syndication (RSS) feeds.</p> <p>Discuss the use of podcasting.</p> <p>Describe the use of advergaming.</p> <p>Discuss the use of tagging.</p> <p>Explain the use of social bookmarking.</p>	<p>Generate marketing communications ideas.</p> <p>Evaluate marketing communications ideas.</p> <p>Develop a creative concept.</p> <p>Explain how quality assurance concepts enhance product and service offerings.</p>
<b>Performance Element MC.38:</b> Compare different types of digital advertising strategies used to achieve promotional goals.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Define the nature of online advertisements.</p> <p>Explain the nature of e-mail marketing strategies.</p> <p>Describe mobile advertising strategies.</p> <p>Evaluate the use of search-engine optimization strategies.</p>
<b>Performance Element MC.39:</b> Evaluate copy strategies used to create interest in advertising messages.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Identify effective advertising headlines.</p> <p>Describe copy strategies.</p> <p>Discuss the nature of effective direct marketing copy.</p> <p>Describe the nature of effective Internet</p>	<p>Evaluate direct marketing copy.</p> <p>Assess the content of digital media.</p>

## Marketing Communications Pathway

	<p>advertisement copy.</p> <p>Describe the nature of effective mobile advertisement copy.</p> <p>Identify promotional messages that appeal to the target audience.</p>	
<p><b>Performance Element MC.40:</b> Understand design principles in order to communicate with designers.</p>		
<p><b>Performance Indicators:</b></p>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Describe the use of color in advertisements.</p> <p>Describe the elements of design.</p> <p>Explain the use of illustrations in advertisements.</p> <p>Discuss the nature of typography.</p> <p>Explain type styles used in advertisements.</p> <p>Develop effective advertising layouts.</p> <p>Select types of drawing media.</p> <p>Explain the impact of color harmonies on composition.</p> <p>Judge digital color concepts.</p>	
<p><b>Performance Element MC.41:</b> Assess advertisements to ensure marketing communications goals or objectives are achieved.</p>		
<p><b>Performance Indicators:</b></p>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Judge advertising proofs.</p> <p>Evaluate storyboards for broadcast advertisements.</p>	<p>Assess collateral pieces for direct marketing.</p> <p>Critique advertisements.</p> <p>Evaluate targeted e-mails.</p> <p>Assess e-newsletters.</p>

## Marketing Communications Pathway

<b>Performance Element MC.42:</b> Understand how Web-site presence is used to promote a business or product.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Explain the Web-site development process.</p> <p>Identify strategies for attracting a target audience to a Web-site.</p>	<p>Describe technologies to improve Web-site ranking or positioning on search engines and directories.</p> <p>Explore Web-site linking strategies.</p> <p>Select Web-site design and components.</p>
<b>Performance Element MC.43:</b> Support media planning and placement to enhance return on marketing investment (ROMI).		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Determine the advertising reach of various media.</p> <p>Calculate media costs.</p> <p>Select advertising media.</p> <p>Choose appropriate media outlets.</p> <p>Negotiate terms with the media owner.</p> <p>Schedule advertisements and commercials.</p> <p>Select the placement of advertisements.</p> <p>Purchase advertisement space or time.</p> <p>Identify techniques to increase advertisement response time.</p>	

## Marketing Communications Pathway

<b>Performance Element MC.44:</b> Develop and execute an advertising campaign that achieves marketing communications objectives.		
<b>Performance Indicators:</b> <b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Determine advertising campaign objectives.</p> <p>Select advertising strategies for a campaign.</p> <p>Coordinate advertising research.</p> <p>Arrange media buying objectives.</p> <p>Plan a strategy to guide the media buying process.</p> <p>Prepare an advertising budget.</p> <p>Develop a media plan that includes a budget, media allocation, and the timing of advertisements.</p> <p>Implement advertising strategies for a campaign.</p> <p>Follow up with media on “make-good advertisements.”</p>
<b>Performance Element MC.45:</b> Explain how leveraged media can maximize marketing investment.		
<b>Performance Indicators:</b> <b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Select strategies to leverage a media buy.</p> <p>Implement strategies to leverage a media buy.</p>

## Marketing Communications Pathway

<b>Performance Element MC.46:</b> Evaluate the effectiveness of advertising strategies to determine return of marketing investment (ROMI).		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		Evaluate the effectiveness of advertising. Analyze media contribution to the effectiveness of a campaign. Evaluate digital marketing efforts. Analyze the costs and benefits of direct marketing. Assess direct marketing strategy.
<b>Performance Element MC.47:</b> Recognize how to use publicity surrounding business activities to inform stakeholders and create goodwill.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Write a press release. Create a public service announcement. Create a press kit. Coordinate press releases. Cultivate media relationships. Create a publicity campaign.	Analyze the costs and benefits of company participation in community activities. Explain current issues and trends in public relations. Describe the use of crisis management in public relations. Create a public relations campaign. Develop a public relations plan.

## Marketing Communications Pathway

<b>Performance Element MC.48:</b> Create sales promotion activities that inform or remind customers of a business or product.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	<p>Create promotional signage.</p> <p>Collaborate in the design of slogans or taglines.</p> <p>Develop strategies for brand identifiers (e.g., marks and characters).</p> <p>Collaborate in the design of collateral materials to promote a frequency or loyalty marketing program.</p>	<p>Analyze the use of specialty promotions.</p> <p>Participate in the design of collateral materials to promote a special event.</p> <p>Develop a strategy for creating a special event.</p> <p>Create cross-promotions.</p> <p>Develop a sales-promotion plan.</p>
<b>Performance Element MC.49:</b> Design marketing and creative briefs that apprise staff and customers of promotional strategies.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Discuss the use of marketing and creative briefs.</p> <p>Prepare marketing and creative briefs.</p>
<b>Performance Element MC.50:</b> Describe how promotional activities can maximize return on promotional investment (ROPI).		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Establish promotional mix.</p> <p>Use past advertisements to aid in promotional planning.</p> <p>Evaluate creative work.</p> <p>Measure the results of promotional mix.</p> <p>Determine the appropriateness of a promotional strategy across product lines.</p> <p>Prepare a promotional budget.</p> <p>Develop a promotional plan for a business.</p>

## Marketing Communications Pathway

<b>Performance Element MC.51:</b> Simulate work with an advertising agency to create hypothetical marketing communications.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
		<p>Explain the use of advertising agencies.</p> <p>Select an advertising agency.</p> <p>Evaluate the work of an advertising agency.</p>

### Instructional Area: Selling

<b>Performance Element MC.52:</b> Build product knowledge and remain equipped to solve customer problems.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
Explain the nature and scope of selling.	<p>Explain the role of customer service in selling relationships.</p> <p>Explain business ethics related to selling.</p> <p>Acquire knowledge of products and brands.</p> <p>Research the nature and scope of selling.</p> <p>Use product knowledge to communicate product benefits and features and ensure that the product is appropriate for a target customer.</p> <p>Illustrate techniques of personal selling and sales processes to enhance customer relationships and increase the likelihood of sales.</p> <p>Explain the key factors in building a clientele.</p> <p>Demonstrate the use of technology in selling.</p> <p>Describe the nature of selling regulations.</p>	Illustrate techniques of personal selling and sales processes to enhance customer relationships and increase the likelihood of sales.

## Marketing Communications Pathway

<b>Performance Element MC.53:</b> Utilize sales processes and techniques to determine and satisfy customer needs.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Acquire product information to use in selling. Present marketing communications ideas to a customer. Present an advertising campaign to customers. Analyze product information to identify product features and benefits.	Present marketing communications ideas to a customer. Present an advertising campaign to a customer.
<b>Performance Element MC.54:</b> Utilize sales support activities to increase customer satisfaction.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
	Explain the selling process. Provide service after the sale. Discuss the motivational theories that impact buying behavior.	Provide service after the sale.

### Instructional Area: Strategic Management

<b>Performance Element MC.55:</b> Practice employing planning tools that guide the activities of a department or business.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
Explain the concept of management. Explain the nature of a business plan.	Develop business goals and objectives. Define business mission. Align marketing activities with business goals and objectives.	Conduct an organizational strengths, weaknesses, opportunities, and threats (SWOT) analysis. Explain external planning considerations. Develop an action plan.

## Marketing Communications Pathway

	<p>Provide input related to strategic planning.</p> <p>Identify the nature of managerial ethics.</p>	<p>Develop a business plan.</p> <p>Research gap analysis to determine business capability.</p> <p>Develop a departmental structure.</p> <p>Determine a strategic marketing planning structure.</p>
<p><b>Performance Element MC.56:</b> Explain how the activities of a department or business encourage growth and development.</p>		
<p><b>Performance Indicators:</b></p>		
<p><b>Core Level</b></p>	<p><b>Mid Level</b></p>	<p><b>Exit Level</b></p>
	<p>Show the effect of marketing strategy on marketing goals and objectives.</p> <p>Assess the achievement of marketing goals and objectives.</p> <p>Create marketing policies.</p> <p>Describe the nature of managerial control (e.g., the control process, types of control, and what is controlled).</p>	<p>Design a marketing performance measurement system.</p> <p>Modify marketing strategies based on performance results.</p> <p>Analyze operating results in relation to a budget and the industry.</p> <p>Track the performance of a business plan.</p>

### Instructional Area: DECA, An Association of Marketing Students

<p><b>Performance Element MC.57:</b> Participate in professional activities to develop career skills and an awareness of employer expectations.</p>
<p><b>Performance Element MC.58:</b> Participate in civic activities and provide service to the chapter, school, community, or country.</p>
<p><b>Performance Element MC.59:</b> Participate in fiscal planning to help the organization finance its activities.</p>
<p><b>Performance Element MC.60:</b> Participate in entrepreneurial activities to gain knowledge of free enterprise.</p>

# Marketing Communications Pathway

*Performance Elements 61-70 should be integrated into all Instructional Areas.*

## Career Development

<b>Performance Element MC.61:</b> Understand how career-advancement activities enhance employee professional development in business.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Identify desirable personality traits that are important for business professionals.</p> <p>Exhibit self-confidence.</p> <p>Demonstrate interest and enthusiasm.</p> <p>Demonstrate initiative.</p> <p>Demonstrate responsible behavior.</p> <p>Demonstrate honesty and integrity.</p> <p>Demonstrate ethical work habits.</p> <p>Maintain a positive attitude.</p> <p>Demonstrate self-control.</p> <p>Explain how feedback aids personal growth.</p> <p>Adjust to change.</p> <p>Respect the privacy of others.</p> <p>Show empathy for others.</p> <p>Exhibit cultural sensitivity.</p>	<p>Conduct a self-assessment of marketing communications skills.</p> <p>Identify requirements for professional certifications.</p> <p>Participate in the activities of professional organizations.</p>	<p>Review the skills needed to find jobs and obtain employment.</p> <p>Participate in career planning to enhance the potential for job success.</p>

## Marketing Communications Pathway

<b>Performance Element MC.62:</b> Acquire self-development skills to enhance relationships and improve efficiency in the work environment.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
Maintain appropriate personal appearance. Set personal goals. Explain the need for innovation skills. Make decisions. Demonstrate problem-solving skills. Demonstrate appropriate creativity. Use time-management skills.		
<b>Performance Element MC.63:</b> Acquire knowledge of marketing management and implement job seeking skills to make informed career choices.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
Utilize career- and job-search strategies. Complete a job application. Interview for a job. Write a follow-up letter after a job interview. Write a letter of application. Prepare a résumé. Use networking techniques to identify employment opportunities. Describe ways to obtain work experience (e.g., volunteer activities or internships). Explain the need for an employee to engage in	Explain the nature of marketing management. Explain career opportunities in marketing management.	Compile career opportunities in marketing management. Employ career-advancement strategies in marketing. Participate in professional organizations in marketing.

## Marketing Communications Pathway

<p>ongoing education.</p> <p>Explain possible advancement patterns for jobs.</p> <p>Identify the skills needed to enhance career progression.</p> <p>Utilize resources that can contribute to professional development (e.g., trade journals or periodicals, professional or trade associations, classes or seminars, trade shows, and mentors).</p>		
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### Communication Skills

<b>Performance Element MC.64:</b> Read to acquire meaning and apply the information to a task.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Identify sources that provide relevant, valid written material.</p> <p>Extract relevant information from written materials.</p> <p>Apply written directions to achieve tasks.</p>		<p>Analyze company resources to ascertain policies and procedures.</p>
<b>Performance Element MC.65:</b> Apply active listening skills and demonstrate an understanding of what someone has said.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain communication techniques that support and encourage a speaker.</p> <p>Follow oral directions.</p> <p>Demonstrate active listening skills.</p>		

## Marketing Communications Pathway

<b>Performance Element MC.66:</b> Apply verbal skills to obtain and convey information.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the nature of effective verbal communication.</p> <p>Ask relevant questions.</p> <p>Interpret nonverbal cues.</p> <p>Provide legitimate responses to inquiries.</p> <p>Give verbal directions.</p> <p>Employ communication styles that are appropriate for the target audience.</p> <p>Defend ideas objectively.</p> <p>Handle telephone calls in a professional manner.</p> <p>Participate in group discussions.</p> <p>Create oral presentations.</p>	<p>Make client presentations (includes strategies and research findings).</p>	<p>Conduct planning meetings.</p> <p>Conduct creative briefing.</p>
<b>Performance Element MC.67:</b> Record information to maintain and present a report of business activity.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Utilize note-taking strategies.</p> <p>Organize information.</p> <p>Select and use appropriate graphic aids.</p>		

## Marketing Communications Pathway

<b>Performance Element MC.68:</b> Write internal and external business correspondence to convey and obtain information effectively.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain the nature of effective written communication.</p> <p>Select and utilize appropriate formats for professional writing.</p> <p>Edit and revise written work to remain consistent with professional standards.</p> <p>Write professional e-mails.</p> <p>Write business letters.</p> <p>Write informational messages.</p> <p>Write inquiries.</p> <p>Write persuasive messages.</p> <p>Prepare simple written reports.</p>	<p>Design informational messages.</p> <p>Choose appropriate channels for workplace communication.</p> <p>Prepare contact reports.</p> <p>Write pitch/sales letters.</p> <p>Write new-business pitches.</p> <p>Write content for use on the Web.</p>	<p>Update employees on business and economic trends.</p> <p>Write executive summaries.</p> <p>Write management reports.</p>

### **Information Management**

<b>Performance Element MC.69:</b> Utilize information technology tools to manage and perform marketing work responsibilities.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Identify ways in which technology impacts business.</p> <p>Explain the role of information systems.</p> <p>Discuss principles of computer systems.</p> <p>Identify basic operating systems.</p>	<p>Explain ways in which technology impacts marketing communications.</p> <p>Compare the capabilities of Short Message Service (SMS) with Multi-Media Messaging Service (MMS).</p> <p>Discuss the use of Really Simple Syndication</p>	<p>Describe and maintain databases of information for marketing communications.</p> <p>Integrate software applications to prepare promotional materials.</p> <p>Explain the capabilities of tools used in Web-site</p>

## Marketing Communications Pathway

<p>Use a basic operating system.</p> <p>Describe the scope of the Internet.</p> <p>Demonstrate basic e-mail functions.</p> <p>Describe personal information management applications and productivity applications.</p> <p>Demonstrate advanced Internet search skills.</p> <p>Demonstrate basic word processing skills.</p> <p>Demonstrate basic presentation applications.</p> <p>Demonstrate basic database applications.</p> <p>Demonstrate basic spreadsheet applications.</p> <p>Use an integrated business software application package.</p>	<p>(RSS) for promotional activities.</p> <p>Evaluate the effective use of audiovisual aids.</p>	<p>creation.</p> <p>Demonstrate basic desktop publishing functions to prepare promotional materials.</p> <p>Illustrate how to effectively incorporate video into multimedia.</p>
<b>Performance Element MC.70:</b> Use information literacy skills to increase workplace efficiency and effectiveness.		
<b>Performance Indicators:</b>		
<b>Core Level</b>	<b>Mid Level</b>	<b>Exit Level</b>
<p>Explain legal issues associated with the use of information.</p> <p>Assess information needs.</p> <p>Obtain needed information efficiently.</p> <p>Evaluate the quality and source of information.</p> <p>Apply information to accomplish a task.</p> <p>Store information for future use.</p>	<p>Describe the nature of business records.</p> <p>Maintain customer records.</p> <p>Manage information sources (e.g., where to look, what exists, and how to manage data).</p>	<p>Describe current business trends.</p> <p>Monitor internal records for business information.</p> <p>Conduct an environmental scan to obtain business information.</p> <p>Interpret statistical findings.</p>