# Marketing Management Course No. 12166 Credit: 1.0

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

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Management courses typically cover the same scope of topics as Marketing— Comprehensive courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

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

**RATING SCALE:**

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

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

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

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

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

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

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Determine product-line profitability. |  |
| 1.2 | Measure cost-effectiveness of marketing expenditures. |  |
| 1.3 | Implement organizational skills to work efforts. |  |
| 1.4 | Determine internal/external resource requirements and responsibilities for projects. |  |
| 1.5 | Analyze the impact of technology on marketing. |  |
| 1.6 | Use software to automate services. |  |
| 1.7 | Determine types of technology needed by company/agency. |  |
| 1.8 | Establish distribution points. |  |
| 1.9 | Develop performance standards for suppliers. |  |
| 1.10 | Develop new channels for products/services. |  |
| 1.11 | Identify channel-management strategies. |  |
| 1.12 | Assess marketing-information needs. |  |
| 1.13 | Identify issues and trends in marketinginformation management systems. |  |
| 1.14 | Identify industry/economic trends that will impact business activities. |  |
| 1.15 | Analyze market needs and opportunities. |  |
| 1.16 | Anticipate market change. |  |
| 1.17 | Determine current market position. |  |
| 1.18 | Estimate market share. |  |
| 1.19 | Conduct customer-satisfaction studies. |  |
| 1.20 | Predict brand share. |  |
| 1.21 | Conduct brand audit. |  |
| 1.22 | Display data in charts, graphs, or in tables. |  |
| 1.23 | Prepare and use presentation software to support reports. |  |
| 1.24 | Prepare written reports for decision-making. |  |
| 1.25 | Determine cost of product. |  |
| 1.26 | Calculate break-even point. |  |
| 1.27 | Establish pricing objectives. |  |
| 1.28 | Select pricing policies. |  |
| 1.29 | Determine discounts and allowances that can be used to adjust base prices. |  |
| 1.30 | Set prices. |  |
| 1.31 | Adjust prices to maximize profitability. |  |
| 1.32 | Evaluate pricing decisions. |  |
| 1.33 | Determine price sensitivity. |  |
| 1.34 | Understand social responsibility. |  |
| 1.35 | Develop communications objectives. |  |
| 1.36 | Develop promotional-mix activities. |  |
| 1.37 | Develop advertising plans to achieve communications objectives. |  |
| 1.38 | Develop sales promotion plan to achieve communications objectives. |  |
| 1.39 | Develop public relations/publicity plan to achieve communications objectives. |  |
| 1.40 | Understand design awareness principles used in advertising layouts to be able to communicate needs to designers. |  |
| 1.41 | Discuss the use of illustrations in advertisements. |  |
| 1.42 | Discuss the nature of typography. |  |
| 1.43 | Describe effective advertising layouts. |  |
| 1.44 | Identify types of drawing media. |  |
| 1.45 | Explain the impact of color harmonies on composition. |  |
| 1.46 | Describe digital color concepts. |  |
| 1.47 | Determine client needs and wants through planned, personalized communication. |  |
| 1.48 | Explain security considerations in marketing management. |  |
| 1.49 | Participate in cross-functional projects. |  |
| 1.50 | Develop an operational plan of marketing activities/initiatives. |  |
| 1.51 | Develop promotional items, graphics, letterhead, logos. |  |
| 1.52 | Track invoices. |  |
| 1.53 | Track marketing budgets. |  |
| 1.54 | Adjust marketing budget in response to new market opportunities. |  |
| 1.55 | Understand responsibilities in marketing to demonstrate ethical/legal behavior. |  |
| 1.56 | Explain the need for professional and ethical standards in marketing. |  |
| 1.57 | Explain the responsibility of individuals to apply ethical standards in marketing. |  |
| 1.58 | Explain consequences of unprofessional and/or unethical behavior in marketing. |  |
| 1.59 | Discuss legal ramifications of breaching rules and regulations. |  |
| 1.60 | Explore the nature of marketing management. |  |
| 1.61 | Explore career opportunities in marketing management. |  |
| 1.62 | Identify services of professional organizations in marketing. |  |
| 1.63 | Complete a job application portfolio. |  |
| 1.64 | Research on education needed in advance. |  |
| 1.65 | Develop departmental structure. |  |
| 1.66 | Develop strategic marketing. |  |
| 1.67 | Assess changes in price structure. |  |
| 1.68 | Analyze product needs and opportunities. |  |
| 1.69 | Develop product search methods. |  |
| 1.70 | Monitor market innovation. |  |
| 1.71 | Create a product/brand development plan. |  |
| 1.72 | Plan product/brand lifecycle. |  |
| 1.73 | Develop new-product launch plan. |  |
| 1.74 | Coordinate product launches. |  |
| 1.75 | Evaluate product mix. |  |
| 1.76 | Conduct product/brand audit. |  |
| 1.77 | Demonstrate application of technical skills and employability skills. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.