# Marketing Management Course No. 12166 Credit: 1.0

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| **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:

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