Marketing Career Cluster
Marketing Management
Course Number 08.44200

Course Description:
Marketing Management is the third course in the Marketing and Management pathway. Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career Technical Student Organization (CTSO) competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing and Entrepreneurship.

Course Standard 1

MKT-MM-1
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.
1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Georgia Department of Education

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5   Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6   Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism

International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses. Additional Common Core ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.

Course Standard 2

MKT-MM-2
Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.
  2.1 Discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.
  2.2 Prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, sales report, or in the community as a team project.
  2.3 Define methods of telecommunications that may be used to conduct business with customers and vendors.

Course Standard 3

MKT-MM-3
Examine marketing activities and related legal considerations to facilitate business development and growth.
  3.1 Defend the importance of market identification and segmentation to the success of the marketing business.
  3.2 Define the organizational structure of marketing [i.e. Business-to-Business (B2B) and Business-to-Consumer (B2C)].
  3.3 Analyze the components of a marketing plan.
  3.4 Analyze current trends in marketing.
  3.5 Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.
  3.6 Determine the impact of environmental protection laws on marketing.
  3.7 Determine unfair business practices.
  3.8 Analyze the impact of employee theft.
  3.9 Identify consumer protection provisions of appropriate agencies.
  3.10 Describe the nature of managerial control (control process, types of control, what is controlled).

Course Standard 4

MKT-MM-4
Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.
  4.1 Explain the nature of business ethics.
  4.2 Determine the impact of business cycles on business activities.
  4.3 Relate business risks to marketing functions.

4.4 Explain how businesses deal with various types of risk.
4.5 Describe the concept of insurance.
4.6 Compare/contrast buyers' and sellers' markets.

Course Standard 5

MKT-MM-5
Evaluate financial systems to enhance their impact on business and marketing operations and decisions.
5.1 Discuss the role of ethics in finance.
5.2 Explain legal considerations for finance.
5.3 Critique rationales for finance and credit policies.
5.4 Compare credit options available to businesses.
5.5 Analyze profit standards for industries.
5.6 Describe the nature of budgets.

Course Standard 6

MKT-MM-6
Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.
6.1 Describe the regulation of marketing information management.
6.2 Discuss the nature of marketing research problems/issues.
6.3 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and casual).
6.4 Discuss the nature of sampling plans (i.e., who, how many, how chosen).
6.5 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
6.6 Explain the use of diaries (e.g., product, media-use, and contact), descriptive statistics, and marketing research briefs.
6.7 Explain the use of descriptive statistics in marketing decision making.
6.8 Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).
6.9 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout).
6.10 Assess appropriateness of research methods for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) and compare the advantages and disadvantages of various research approaches including ethnographic research.
6.11 Analyze the nature of sales forecasts.
6.12 Evaluate the elements of test marketing and the use of findings.
6.13 Analyze data for the existence of statistical patterns and interpret the statistical findings.
6.14 Explain the role of ethics in information management including privacy protection.
6.15 Explain legal issues associated with information management.

Course Standard 7

MKT-MM-7
Apply pricing strategies to maximize return and meet customers' perceptions of value.
7.1 Identify the psychological effects of pricing.
7.2 Analyze factors affecting the selling price.
7.3 Determine markups, markdowns, and break-even points.

7.4 Describe the role of business ethics in pricing.
7.5 Explain legal considerations for pricing in a competitive environment.

Course Standard 8

MKT-MM-8
Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.
8.1 Explain business ethics in product/service management.
8.2 Identify customer protection provisions of appropriate agencies.
8.3 Determine factors that affect product/service planning strategies.
8.4 Evaluate product mix strategies.
8.5 Examine the phases of the product life cycle.
8.6 Analyze the factors affecting product/service planning.
8.7 Describe production activities.
8.8 Explain the nature of purchasing for resale.
8.9 Determine what goods and/or services to buy and when to buy.
8.10 Determine open-to-buy in the buying process.
8.11 Outline the steps in a buying plan.
8.12 Describe key aspects utilized when selecting vendors.

Course Standard 9

MKT-MM-9
Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.
9.1 Discuss buying motives as the basis for sales presentations.
9.2 Explain key factors in building a clientele.
9.3 Explain the uses of a prospect list.
9.4 Describe techniques used to probe for information in a sales presentation. [e.g. Situation, Problem, Implication, Need (SPIN) selling].
9.5 Describe appropriate follow-up techniques.
9.6 Explain sales quotas.
9.7 Explain the principles of territory management.
9.8 Examine the motivational aspects of sales contests.
9.9 Explain business ethics in selling.
9.10 Describe the nature of selling regulations.
9.11 Demonstrate sales techniques.

Course Standard 10

MKT-MM-10
Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.
10.1 Examine the concept of promotional mix.
10.2 Compare the benefits of various types of promotional media, including direct marketing, telemarketing, and social media.
10.3 Evaluate media costs.
10.4 Describe the use of business ethics in promotion.
10.5 Describe the regulation of promotion.

Course Standard 11

MKT-MM-11
Explain distribution knowledge and skills to manage supply-chain activities.
- 11.1 Explain the legal considerations in channel management.
- 11.2 Describe the ethical considerations in channel management.
- 11.3 Analyze the nature of channel-member relationships.
- 11.4 Compare and contrast common shipping methods.
- 11.5 Identify and contrast various types of wholesale buying practices.
- 11.6 Explain the impact of global outsourcing.

Course Standard 12

MKT-MM-12
Understand the marketing concepts as they relate to international trade.
- 12.1 Discuss the global environment in which businesses operate.
- 12.2 Determine the effects of culture and linguistics (translation) on international communication.
- 12.3 Discuss the impact of cultural and social environments on global trade.
- 12.4 Explain how international trade affects the economic interdependence of nations.
- 12.5 Analyze international trading trends in marketing.
- 12.6 Analyze import and export laws in relation to buying and selling products in an international market.
- 12.7 Describe the determinants of exchange rates and their effects on the domestic economy.