Arkansas CTE

Marketing Management (2025)

Determine the value of professionalism and involvement in professional organizations. 1.0

1 **Recognize the benefits of participating in a Career and Technical Student Organization and in professional organizations for long-term career development and success.** 1.1

1 Discuss business related Career and Technical Student Organizations (CTSO) and draw connections between participation and career success. 1.1.1

2 Discuss individual, role-play, research-based, and team-building competitive events offered through CTSOs that help prepare students for marketing related careers. 1.1.2

3 Discuss CTSO competitive events and identify sources to help prepare for success in competitive events. 1.1.3

4 Identify and discuss successful professionals and their involvement in either FBLA or DECA. 1.1.4

5 Identify various professional associations and organizations available to marketing, management, and business professionals. Draw connections between involvement in these organizations and their contribution to overall career success. (American Advertising Federation, local chambers or commerce, etc.) 1.1.5

2 **Develop personal traits for success in marketing careers.** 1.2

1 Demonstrate effective verbal, non-verbal, and written communication skills. (email, business letters, memos, etc.) 1.2.1

2 Learn, understand and apply appropriate workplace expectations (such as punctuality and attendance) and comprehend the importance of the expectations in the workplace. 1.2.2

3 Model and evaluate behaviors that demonstrate appropriate work ethic skills such as integrity, sense of responsibility, emphasis on quality, discipline, initiative, positive attitude, enthusiasm, self-confidence and sense of teamwork for success. 1.2.3

4 Demonstrate and assess professional conduct, in a variety of workplace situations, including appropriate dress and appearance, attendance, punctuality, language and etiquette. 1.2.4

5 Participate in quarterly work skills evaluations. (Evaluations should be similar to employee performance reviews used in the workplace.) 1.2.5

6 Research and discuss careers in marketing management 1.2.6

Understand the importance of professional dress. Evaluate appropriate dress for different occupations and careers. 1.2.7

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3 **Understand the concept and importance of digital presence.** 1.3

1 Create a career-related digital portfolio. 1.3.1

2 Compare and contrast positive and negative social media presence. Discuss the implications of a negative online presence for personal and career opportunities. 1.3.2

3 Analyze one's current digital presence and draw connections between personal online presence and professional career success. 1.3.3

4 Establish a strategy for effectively managing one's online presence. 1.3.4

4 **Develop a plan for marketing oneself.** 1.4

1 Create or update résumés and cover letters. 1.4.1

2 Develop properly formatted and written documents for post-interview such as thank you and follow-up letters. Employ proper grammar, tone, and style. 1.4.2

3 Research, explain, and role-play proper job interview techniques and skills. 1.4.3

4 Research and discuss what it means to develop your personal brand. 1.4.4

Review and discuss foundational skills and concepts in the marketing field. 2.0

1 **Review the marketing concept.** 2.1

1 Explain the marketing concept. 2.1.1

2 Discuss how the marketing concepts affect business decisions and how organizational strategy affects marketing strategy. 2.1.2

2 **Review the product life cycle.** 2.2

1 Review and discuss the stages of the product life cycle. 2.2.1

2 Categorize products within the stages of the product life cycle (Introduction, growth, maturity, and decline). 2.2.2

3 **Review the elements that add value to a product or service.** 2.3

1 Illustrate the four types of utility/value added (form, time, place, possession). 2.3.1

2 Compare the four utilities model to the emerging five utilities model (form, time, place, possession and information). Discuss why the information utility is important in today's marketplace. 2.3.2

4 **Review the marketing mix models.** 2.4

1 Discuss the four elements of the marketing mix (product, price, place/distribution, and promotion). 2.4.1

2 Discuss the fifth P of the marketing mix: people. 2.4.2

3 Explain the modified marketing mix (7 Ps) model for service organizations: product, price, place, promotion, people, process, and physical evidence. 2.4.3

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Understand how to plan, organize, and lead marketing staff to achieve business goals. 3.1

management skills and concepts. 3.0

1. Implement organizational skills to facilitate work efforts (organizing). 3.1.1
2. Utilize techniques to staff an organization or a department within an organization (staffing). 3.1.2
3. Manage staff growth and development to increase productivity and employee satisfaction (controlling). 3.1.3
4. Guide sales staff to improve their success rate and to minimize staff turnover (leading). 3.1.4
5. Utilize planning tools to guide organization's/marketing department's activities (planning). 3.1.5
6. Implement organizational skills to improve efficiency and workflow and how advancing technology affects these skills. (AI). 3.1.6

2. **Explain how staffing decisions affect the success of the organization.** 3.2
   1. Define employee turnover. 3.2.1
   2. Discuss employee turnover and its effect on the product, customer relationships, and profitability of the organization 3.2.2
   3. Discuss employee motivation and how it affects an organization's outcomes. 3.2.3

Understand the importance of customer relations on the long-term success of the organization. 4.0

1. **Communicate information about products, services, images, and/or ideas.** 4.1
   1. Participate in a company's community outreach involvement to foster a positive company image. 4.1.1
   2. Plan a promotional mix to maximize return on promotional efforts. (advertising, sales promotion, public relations) 4.1.2
   3. Identify ways to measure effectiveness of marketing communications. 4.1.3
2. **Research and discuss security and ethical issues in management.** 4.2
   1. Describe security issues to protect employees and to minimize loss. 4.2.1
   2. Research ethical issues in management. Participate in role-play exercises to reinforce and apply concepts learned. 4.2.2

Understand and apply financial management concepts and skills. 5.0

1. **Implement expense control strategies to enhance a business's financial well-being.** 5.1
   1. Create a marketing budget and explain the process for determining budget items. 5.1.1
   2. Measure the effectiveness of a marketing budget to determine profitability. 5.1.2
   3. Employ pricing strategies to determine optimal prices. 5.1.3
   4. Assess pricing strategies to identify needed changes and to improve profitability. 5.1.4

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2. **iscuss and compute ratios and documents that help to assess the health of an rganization.** 5.2

1. Research types of records used in business (balance sheet, income statement, cash flow, bank statements, legal documents, insurance documents, contracts, invoices, etc.) 5.2.1
2. Compute and interpret common profitability and performance ratios. 5.2.2

Understand concepts and skills related to entrepreneurship. 6.0

1. **Explain the importance of entrepreneurship.** 6.1
   1. Determine basic cost and start up requirements associated with entrepreneurial ventures. 6.1.1
   2. Discuss the specialized types of business ownership (joint ventures, limited liability corporations, nonprofit corporations, and cooperatives). 6.1.2
   3. Examine staffing issues and legal obligations associated with a start-up venture. 6.1.3
2. **Develop a product or service in response to market opportunities.** 6.2
   1. Create a product/brand plan. 6.2.1
   2. Plan/manage product/brand lifecycle. 6.2.2
   3. Develop and coordinate product launches. 6.2.3
   4. Develop positioning concept for a new product/idea. 6.2.4
   5. Communicate core values and competitive advantage of products/service. 6.2.5

Understand the importance of and conduct marketing information and research/planning. 7.0

1. **Utilize planning tools to guide organizations/marketing department's activities.** 7.1
   1. Develop and align marketing activities with business objectives/mission. 7.1.1
   2. Conduct an organizational SWOT analysis. 7.1.2
   3. Develop a business plan using the LEAN Canvas. 7.1.3
2. **Control an organization's marketing department activities to encourage growth and development.** 7.2
   1. Show the effect of marketing strategies on marketing goals/objectives. 7.2.1
   2. Design a marketing performance measurement system. 7.2.2
   3. Monitor achievement of marketing objectives. 7.2.3
3. **Utilize channel-management strategies to minimize costs.** 7.3
   1. Establish distribution points. 7.3.1
   2. Develop and implement channel management strategies. 7.3.2
   3. Conduct total cost analysis of channel management. 7.3.3
4. **Analyze marketing information to make informed marketing decisions.** 7.4
   1. Identify industry/economic trends that will impact business activities. 7.4.1
   2. Analyze market needs, opportunities, and changes. 7.4.2

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3 Determine current market position and market share. 7.4.3

4 Prepare trend analysis. 7.4.4

5 Evaluate quality of marketing research studies (sampling, validity/reliability, bias). 7.4.5

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5 Utilize marketing information to determine consumer behavior. 7.5

1 Conduct demand analysis and forecast changes in customer expectations. 7.5.1

2 Analyze purchasing behavior. 7.5.2

3 Determine attitudes towards products and brands. 7.5.3

4 Conduct customer satisfaction surveys and discuss how they are used to better serve the customer and provide a higher quality product/service. 7.5.4