Colorado CTE

Marketing Communications (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Business Law: Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions. MKCO.01

01. **Acquire information about business laws and regulations to show command of their nature and scope.** MKCO.01.01
    a. Explain the nature of contract exclusivity. MKCO.01.01.A
    b. Describe methods used to protect intellectual property. MKCO.01.01.B

Communication Skills: Understands the concepts, strategies, and systems used to obtain and convey ideas and information. MKCO.02

01. **Apply verbal skills to obtain and convey information.** MKCO.02.01
    a. Make client presentations (includes strategies and research findings). MKCO.02.01.A

02. **Write effectively to convey information.** MKCO.02.02
    a. Prepare contact reports. MKCO.02.02.A
    b. Write white papers. MKCO.02.02.B
    c. Write pitch/sales letters. MKCO.02.02.C
    d. Write new-business pitches. MKCO.02.02.D
    e. Write content for use on the web. MKCO.02.02.E
    f. Write management reports. MKCO.02.02.F

03. **Communicate with staff to clarify workplace objectives.** MKCO.02.03
    a. Participate in problem-solving groups. MKCO.02.03.A
    b. Conduct creative briefing. MKCO.02.03.B
    c. Conduct planning meetings. MKCO.02.03.C

Em... Un... tec... Skip to main content

01. **Use communications skills to foster ethical interactions.** MKCO.03.01
    a. Apply ethics to online communications. MKCO.03.01.A

and systems used to foster self-understanding and enhance relationships with others. MKCO.03	b. Gain commitment from client. MKCO.03.01.B c. Obtain buy-in to strategic thinking. MKCO.03.01.C **02. Manage stressful situations to minimize negative workplace situations.** MKCO.03.02 a. Maintain composure when receiving/delivering bad news. MKCO.03.02.A b. Resolve problems with workflow. MKCO.03.02.B c. Manage crisis in client relationships. MKCO.03.02.C **03. Manage internal and external business relationships to foster positive interactions.** MKCO.03.03 a. Determine and respond appropriately to personality types. MKCO.03.03.A b. Foster client-agency relationship. MKCO.03.03.B c. Build rapport with suppliers. MKCO.03.03.C
Financial Analysis: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. MKCO.04	**01. Implement accounting procedures to track money flow and to determine financial status.** MKCO.04.01 a. Verify accuracy of bills. MKCO.04.01.A **02. Manage financial resources to ensure solvency.** MKCO.04.02 a. Estimate project costs. MKCO.04.02.A b. Set/monitor promotional budget. MKCO.04.02.B
Human Resources Management: Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources. MKCO.05	**01. Implement organizational skills to facilitate work efforts.** MKCO.05.01 a. Act as a liaison (e.g., between agency and others, between creative department/agency). MKCO.05.01.A **02. Lead staff growth and development to increase productivity and employee satisfaction.** MKCO.05.02 a. Motivate members of an agency team. MKCO.05.02.A b. Promote innovation. MKCO.05.02.B
Information Management: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business de ma Skip to main content	**01. Utilize information-technology tools to manage and perform marketing-communications responsibilities.** MKCO.06.01 a. Explain ways that technology impacts marketing communications. MKCO.06.01.A b. Compare the capabilities of SMS and MMS. MKCO.06.01.B c. Discuss uses of RSS for promotional activities. MKCO.06.01.C d. Explain the capabilities of tools used in web-site creation. MKCO.06.01.D e. Discuss considerations in using mobile technology for promotional activities. MKCO.06.01.E

f. Demonstrate effective use of audiovisual aids. MKCO.06.01.F

g. Describe considerations in using databases in marketing communications. MKCO.06.01.G

h. Maintain databases of information for marketing communications. MKCO.06.01.H

i. Mine databases for information useful in marketing communications. MKCO.06.01.I

j. Demonstrate basic desktop publishing functions to prepare promotional materials. MKCO.06.01.J

k. Integrate software applications to prepare promotional materials. MKCO.06.01.K

l. Explain how to effectively incorporate video into multimedia. MKCO.06.01.L

Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. MKCO.07

01. Understand the relationship between marketing and marketing communications to show command of their nature and scope. MKCO.07.01

a. Differentiate between service marketing and product marketing. MKCO.07.01.A

b. Discuss the relationship between promotion and marketing. MKCO.07.01.B

Operations: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning. MKCO.08

01. Understand security issues with technology to protect customer information and corporate image. MKCO.08.01

a. Explain security considerations in marketing communications. MKCO.08.01.A

b. Maintain data security. MKCO.08.01.B

c. Identify strategies for protecting business's web site. MKCO.08.01.C

d. Identify strategies to protect online customer transactions. MKCO.08.01.D

---

02. Implement organizational skills in marketing communications to improve efficiency and workflow. MKCO.08.02

a. Develop schedule for marketing communications assignment. MKCO.08.02.A

b. Develop action plan to carry out marketing communications assignment. MKCO.08.02.B

---

03. Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications. MKCO.08.03

a. Evaluate vendor's services. MKCO.08.03.A

b. Negotiate terms with vendors. MKCO.08.03.B

---

04. Apply techniques to monitor production of marketing communications materials. MKCO.08.04

a. Monitor production of marketing communications materials. MKCO.08.04.A

Skip to main content

Implement expense-control strategies to manage a client's budget. MKCO.08.05

a. Explain the need to manage a client's budget. MKCO.08.05.A

b. Manage client's budget. MKCO.08.05.B

Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career. MKCO.09

01. Acquire information about the marketing communications industry to aid in making career choices. MKCO.09.01

a. Describe traits important to the success of employees in marketing communications. MKCO.09.01.A

b. Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). MKCO.09.01.B

c. Explain factors affecting the growth and development of the marketing communications industry. MKCO.09.01.C

d. Discuss the economic and social effects of marketing communications. MKCO.09.01.D

e. Analyze marketing communications careers to determine careers of interest. MKCO.09.01.E

02. Utilize career-advancement activities to enhance professional development in marketing communications. MKCO.09.02

a. Conduct self-assessment of marketing-communications skill set. MKCO.09.02.A

b. Identify requirements for professional certifications in marketing communications. MKCO.09.02.B

c. Assess the services of professional organizations in marketing communications. MKCO.09.02.C

Marketing-Information Management: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. MKCO.10

01. Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts. MKCO.10.01

a. Analyze media research tools. MKCO.10.01.A

b. Select appropriate research techniques. MKCO.10.01.B

02. Design qualitative marketing-research study to ensure appropriateness of data-collection efforts. MKCO.10.02

a. Design qualitative research study. MKCO.10.02.A

b. Develop discussion guide for a qualitative marketing-research study. MKCO.10.02.B

c. Develop screener for a qualitative marketing-research study. MKCO.10.02.C

d. Determine sample for a qualitative marketing-research study. MKCO.10.02.D

03. Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications. MKCO.10.03

Skip to main content

a. Gather brand information. MKCO.10.03.A

b. Conduct pre-campaign testing. MKCO.10.03.B

c. Track performance of promotional activities. MKCO.10.03.C

d. Track trends (e.g., social, buying, advertising agency, etc.). MKCO.10.03.D

e. Analyze consumer behavior (e.g., media-consumption, buying, etc.). MKCO.10.03.E

f. Conduct idea-generation session. MKCO.10.03.F

g. Moderate research groups. MKCO.10.03.G

04. Process marketing information to test hypotheses and/or to resolve issues. MKCO.10.04

a. Interpret qualitative research findings. MKCO.10.04.A

Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKCO.11

01. Employ marketing information to plan marketing activities. MKCO.11.01

a. Identify ways to segment markets for marketing communications. MKCO.11.01.A

b. Describe the nature of target marketing in marketing communications. MKCO.11.01.B

c. Describe current issues/trends in marketing communications. MKCO.11.01.C

d. Develop customer/client profile. MKCO.11.01.D

e. Control marketing budget. MKCO.11.01.E

f. Evaluate market opportunities. MKCO.11.01.F

Pricing: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. MKCO.12

01. Employ pricing strategies to set prices for marketing communications services. MKCO.12.01

a. Explain pricing practices used in marketing communications. MKCO.12.01.A

b. Discuss the nature of pricing models. MKCO.12.01.B

c. Explain considerations in website pricing. MKCO.12.01.C

d. Set price objectives for marketing communications services. MKCO.12.01.D

e. Calculate break-even point. MKCO.12.01.E

f. Select pricing strategies. MKCO.12.01.F

g. Negotiate charges with vendors. MKCO.12.01.G

h. Set price of marketing communications services. MKCO.12.01.H

i. Adjust prices to maximize profitability. MKCO.12.01.I

Product/Service Management: Understands the concepts and processes ne de

Skip to main content

01. Understand product/service management activities to demonstrate in-depth understanding of their nature and scope. MKCO.13.01

a. Explain the concept of "product" in marketing communications. MKCO.13.01.A

b. Describe services offered by the marketing-communications industry. MKCO.13.01.B

improve a product or service mix in response to market opportunities. MKCO.13

02. **Generate marketing-communications ideas to contribute to ongoing marketing communications success.** MKCO.13.02
    a. Generate marketing communications ideas. MKCO.13.02.A
    b. Screen marketing communications ideas. MKCO.13.02.B
    c. Develop a creative concept. MKCO.13.02.C

03. **Employ product-mix strategies to meet customer expectations.** MKCO.13.03
    a. Explain the nature of product extension in services marketing. MKCO.13.03.A
    b. Identify product extensions that can be used in marketing communications. MKCO.13.03.B

04. **Position products/services to acquire desired business image.** MKCO.13.04
    a. Explain equity positioning. MKCO.13.04.A
    b. Evaluate effectiveness of marketing-communications services. MKCO.13.04.B
    c. Determine strategies for balancing standardization and personalization of services. MKCO.13.04.C

05. **Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions.** MKCO.13.05
    a. Identify techniques that can be used to evaluate product-mix effectiveness. MKCO.13.05.A
    b. Modify product mix. MKCO.13.05.B

Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. MKCO.14

01. **Understand promotion activities to show an in-depth understanding of their nature and scope.** MKCO.14.01
    a. Explain considerations affecting global promotion. MKCO.14.01.A
    b. Explain the marketing-communications development process. MKCO.14.01.B

02. **Utilize word-of-mouth strategies to build brand and to promote products.** MKCO.14.02
    a. Explain the nature of word-of-mouth. MKCO.14.02.A
    b. Select word-of-mouth strategies appropriate for promotional objectives. MKCO.14.02.B
    c. Explain the nature of buzz-marketing. MKCO.14.02.C
    d. Explain considerations in developing viral marketing campaigns. MKCO.14.02.D
    e. Develop viral marketing strategies. MKCO.14.02.E
    f. Describe considerations in developing customer evangelists. MKCO.14.02.F
    g. Create customer evangelist strategy. MKCO.14.02.G
    h. Explain the use of celebrities/influencers as a WOM strategy. MKCO.14.02.H
    i. Select celebrity/influencer to deliver promotional message. MKCO.14.02.I

Skip to main content

j. Describe referral programs that can be used to build brand/promote products. MKCO.14.02.J

k. Develop referral program to build brand/promote products. MKCO.14.02.K

l. Explain the use of product placement. MKCO.14.02.L

m. Identify opportunities for product placement. MKCO.14.02.M

---

03. Understand the use of direct marketing to attract attention and to build brand. MKCO.14.03

a. Discuss types of direct marketing strategies. MKCO.14.03.A

b. Explain the role of media in delivering direct marketing messages. MKCO.14.03.B

---

04. Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight. MKCO.14.04

a. Describe the use of corporate blogging. MKCO.14.04.A

b. Explain the use of RSS feeds. MKCO.14.04.B

c. Discuss the use of podcasts. MKCO.14.04.C

d. Describe the use of advergaming. MKCO.14.04.D

e. Discuss the use of tagging. MKCO.14.04.E

f. Explain the use of social bookmarking. MKCO.14.04.F

---

05. Understand types of digital advertising strategies that can be used to achieve promotional goals. MKCO.14.05

a. Explain the nature of online advertisements. MKCO.14.05.A

b. Explain the nature of e-mail marketing strategies. MKCO.14.05.B

c. Describe mobile advertising strategies. MKCO.14.05.C

d. Discuss the use of search-engine optimization strategies. MKCO.14.05.D

---

06. Evaluate advertising copy strategies that can be use to create interest in advertising messages. MKCO.14.06

a. Identify effective advertising headlines. MKCO.14.06.A

b. Describe copy strategies. MKCO.14.06.B

c. Discuss the nature of effective direct-marketing copy. MKCO.14.06.C

d. Explain the nature of effective mobile ad copy. MKCO.14.06.D

e. Identify promotional messages that appeal to targeted markets. MKCO.14.06.E

f. Evaluate direct-marketing copy. MKCO.14.06.F

g. Assess content in digital media. MKCO.14.06.G

Skip to main content

07. Understand design principles to be able to communicate needs to designers. MKCO.14.07

a. Describe the use of color in advertisements. MKCO.14.07.A

b. Describe the elements of design. MKCO.14.07.B

c. Explain the use of illustrations in advertisements. MKCO.14.07.C

d. Discuss the nature of typography. MKCO.14.07.D

e. Explain type styles used in advertisements. MKCO.14.07.E

f. Describe effective advertising layouts. MKCO.14.07.F

g. Identify types of drawing media. MKCO.14.07.G

h. Explain the impact of color harmonies on composition. MKCO.14.07.H

i. Describe digital color concepts. MKCO.14.07.I

---

08. Assess advertisements to ensure achievement of marketing communications goals/objectives. MKCO.14.08

a. Check advertising proofs. MKCO.14.08.A

b. Evaluate storyboards for broadcast advertisement. MKCO.14.08.B

c. Assess collateral pieces for direct marketing. MKCO.14.08.C

d. Critique advertisements. MKCO.14.08.D

e. Evaluate targeted e-mails. MKCO.14.08.E

f. Assess e-newsletter. MKCO.14.08.F

---

09. Understand how a website presence can be used to promote business/product. MKCO.14.09

a. Explain website-development process. MKCO.14.09.A

b. Identify strategies for attracting targeted audience to website. MKCO.14.09.B

c. Describe technologies to improve website ranking/positioning on search engines/directories. MKCO.14.09.C

d. Explain website linking strategies. MKCO.14.09.D

e. Identify website design components. MKCO.14.09.E

---

10. Manage media planning and placement to enhance return on marketing investment. MKCO.14.10

a. Determine advertising reach of media. MKCO.14.10.A

b. Read media schedule. MKCO.14.10.B

c. Calculate media cost. MKCO.14.10.C

d. Select advertising media. MKCO.14.10.D

e. Choose appropriate media outlets. MKCO.14.10.E

f. Negotiate terms with media owner. MKCO.14.10.F

g. Schedule ads and commercials. MKCO.14.10.G

Skip to main content

h. Select placement of advertisements. MKCO.14.10.H

i. Buy ad space/time. MKCO.14.10.I

j. Identify techniques to increase ad response time. MKCO.14.10.J

11. **Develop and execute an advertising campaign to achieve marketing-communications objectives.** MKCO.14.11
    a. Determine advertising campaign objectives. MKCO.14.11.A
    b. Select advertising strategies for campaign. MKCO.14.11.B
    c. Coordinate advertising research. MKCO.14.11.C
    d. Set media buying objectives. MKCO.14.11.D
    e. Plan strategy to guide media-buying process. MKCO.14.11.E
    f. Prepare advertising budget. MKCO.14.11.F
    g. Develop a media plan (includes budget, media allocation, and timing of ads). MKCO.14.11.G
    h. Implement advertising strategies for campaign. MKCO.14.11.H
    i. Follow up with media on "make-good advertisements" . MKCO.14.11.I

12. **Leverage media buys to maximize marketing investment.** MKCO.14.12
    a. Select strategies to leverage media buys. MKCO.14.12.A
    b. Implement strategies to leverage media buys. MKCO.14.12.B

13. **Evaluate effectiveness of advertising strategies to determine return on marketing investment.** MKCO.14.13
    a. Evaluate effectiveness of advertising. MKCO.14.13.A
    b. Evaluate media's contribution to campaign's effectiveness. MKCO.14.13.B
    c. Evaluate digital marketing efforts. MKCO.14.13.C
    d. Analyze costs/benefits of direct marketing. MKCO.14.13.D
    e. Assess direct-marketing strategy. MKCO.14.13.E

14. **Utilize publicity to inform stakeholders of business activities.** MKCO.14.14
    a. Write a press release. MKCO.14.14.A
    b. Create a public-service announcement. MKCO.14.14.B
    c. Create a press kit. MKCO.14.14.C
    d. Coordinate press releases. MKCO.14.14.D
    e. Cultivate media relationships. MKCO.14.14.E
    f. Obtain publicity. MKCO.14.14.F

15. **Utilize publicity/public-relations activities to create goodwill with stakeholders.** MKCO.14.15
    a. Analyze costs/benefits of company participation in community activities. MKCO.14.15.A
    b. Explain current issues/trends in public relations. MKCO.14.15.B

Skip to main content

c. Describe the use of crisis management in public relations. MKCO.14.15.C

d. Create and develop a public-relations plan. MKCO.14.15.D

16. **Employ sales-promotion activities to inform or remind customers of business/product.** MKCO.14.16

a. Create promotional signage. MKCO.14.16.A

b. Collaborate in the design of slogans/taglines. MKCO.14.16.B

c. Set and develop strategy for brand identifiers (e.g., marks, characters, etc.). MKCO.14.16.C

d. Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKCO.14.16.D

e. Explain considerations in designing a frequency/loyalty marketing program. MKCO.14.16.E

f. Develop frequency/loyalty marketing strategy. MKCO.14.16.F

g. Analyze use of specialty promotions. MKCO.14.16.G

h. Participate in the design of collateral materials to promote special event. MKCO.14.16.H

i. Develop strategy for creating a special event. MKCO.14.16.I

j. Set up cross-promotions. MKCO.14.16.J

k. Develop a sales-promotion plan. MKCO.14.16.K

17. **Develop marketing/creative briefs to apprise staff and client of promotional strategy.** MKCO.14.17

a. Discuss the use of marketing/creative briefs. MKCO.14.17.A

b. Prepare marketing/creative briefs. MKCO.14.17.B

18. **Manage promotional activities to maximize return on promotional investments.** MKCO.14.18

a. Establish promotional mix. MKCO.14.18.A

b. Use past advertisements to aid in promotional planning. MKCO.14.18.B

c. Evaluate creative work. MKCO.14.18.C

d. Measure results of promotional mix. MKCO.14.18.D

e. Determine appropriateness of promotional strategy across product lines. MKCO.14.18.E

f. Develop frequency/loyalty marketing strategy. MKCO.14.18.F

g. Prepare promotional budget. MKCO.14.18.G

h. Manage promotional allowances. MKCO.14.18.H

i. Develop promotional plan for a business. MKCO.14.18.I

Skip to main content

19. **Work with advertising agency to create marketing communications.** MKCO.14.19

    a. Explain the use of advertising agencies. MKCO.14.19.A

    b. Select advertising agency. MKCO.14.19.B

    c. Evaluate Advertising agency work. MKCO.14.19.C

Selling: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. MKCO.15

01. **Acquire product knowledge to be equipped to solve customer/client's problems.** MKCO.15.01

    a. Acquire knowledge of client's products/brands. MKCO.15.01.A

02. **Utilize sales processes and techniques to determine and satisfy customer needs.** MKCO.15.02

    a. Pitch marketing communications idea to client. MKCO.15.02.A

    b. Present an advertising campaign to clients. MKCO.15.02.B

    c. Explain the nature of buzz-marketing. MKCO.15.02.C

03. **Utilize sales-support activities to increase customer satisfaction.** MKCO.15.03

    a. Provide service after the sale. MKCO.15.03.A