

# 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

**Emotional Intelligence: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.** MKCO.03

**01. Use communications skills to foster ethical interactions.** MKCO.03.01

- a. Apply ethics to online communications. MKCO.03.01.A
  - b. Gain commitment from client. MKCO.03.01.B
  - c. Obtain buy-in to strategic thinking. MKCO.03.01.C
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**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
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**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
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**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
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**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
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**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
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**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
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**Information Management: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.** MKCO.06

**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

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**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

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

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

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**05. 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

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**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

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**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

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**Marketing-Information Management:**  
**Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information**

**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

**for use in making business decisions.** MKCO.10

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- 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

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

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- 04. Process marketing information to test hypotheses and/or to resolve issues.** MKCO.10.04
- a. Interpret qualitative research findings. MKCO.10.04.A

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

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- 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
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**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 needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.** MKCO.13

**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

**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
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**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
  - 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
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**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
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**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

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**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

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**06. Evaluate advertising copy strategies that can be used 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

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**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

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**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

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**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

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**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
- 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

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**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

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**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

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**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

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**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

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**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
- 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

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**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

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**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

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**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

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

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