Colorado CTE

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

Adopted 2015

Financial Analysis: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. MKMN.01

01. **Implement accounting procedures to track money flow and to determine financial status.** MKMN.01.01
    a. Explain the financial implications of product cannibalization. MKMN.01.01.A
    b. Determine product-line profitability. MKMN.01.01.B
02. **Manage marketing finances to monitor and measure return on marketing investment (ROMI).** MKMN.01.02
    a. Allocate marketing budget. MKMN.01.02.A
    b. Calculate return on marketing investment (ROMI). MKMN.01.02.B
    c. Measure cost-effectiveness of marketing expenditures. MKMN.01.02.C

Human Resources Management: Understands the tools, techniques, and systems that businesses use to plan, lead, and organize its human resources. MKMN.02

01. **Implement organizational skills to facilitate work efforts.** MKMN.02.01
    a. Determine internal/external resource requirements and responsibilities for projects. MKMN.02.01.A
02. **Utilize techniques to staff an organization or department within an organization.** MKMN.02.02
    a. Evaluate adequacy of staffing levels. MKMN.02.02.A
    b. Staff key marketing positions. MKMN.02.02.B
03. **Manage staff growth and development to increase productivity and employees satisfaction.** MKMN.02.03
    a. Ensure staff understanding of responsibilities, duties, functions, and authority levels. MKMN.02.03.A
    b. Supervise marketing positions. MKMN.02.03.B
    c. Determine adequacy of training courses. MKMN.02.03.C
    d. Assess marketing personnel's ability to react to market developments. MKMN.02.03.D

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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. MKMN.03

01. **Utilize information-technology tools to manage and perform work responsibilities.** MKMN.03.01
    a. Analyze the impact of technology on marketing. MKMN.03.01.A
    b. Use software to automate service. MKMN.03.01.B
    c. Use Marketing Operations Management software (e.g., software that automates marketing operations processes). MKMN.03.01.C
    d. Determine types of technology needed by company/agency. MKMN.03.01.D

Operations: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning. MKMN.04

01. **Analyze security issues to protect the company.** MKMN.04.01
    a. Maintain data security. MKMN.04.01.A
    b. Explain security considerations in marketing management. MKMN.04.01.B
    c. Develop strategies to protect digital data. MKMN.04.01.C

02. **Implement organizational skills to improve efficiency and work flow.** MKMN.04.02
    a. Coordinate activities with those of other departments. MKMN.04.02.A
    b. Manage cross-functional projects. MKMN.04.02.B
    c. Assign work to external partners. MKMN.04.02.C
    d. Develop an operational plan of marketing activities/initiatives. MKMN.04.02.D

03. **Implement purchasing activities to obtain business supplies, equipment, and resources.** MKMN.04.03
    a. Purchase marketing data. MKMN.04.03.A
    b. Purchase services. MKMN.04.03.B

04. **Utilize business systems to expedite workflow and enhance a business's image.** MKMN.04.04
    a. Define uniform marketing processes to streamline communications. MKMN.04.04.A
    b. Manage systems for housing marketing assets (e.g., marketing collateral, promotional items, graphics, letterhead, logos). MKMN.04.04.B
    c. Standardize/automate marketing workflows. MKMN.04.04.C

05. **Implement expense-control strategies to enhance a business's financial well being.** MKMN.04.05
    a. Track invoices. MKMN.04.05.A
    b. Track marketing budgets. MKMN.04.05.B
    c. Adjust marketing budget in response to new market opportunities. MKMN.04.05.C

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Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career. MKMN.05

01. **Understand responsibilities in marketing to demonstrate ethical/legal behavior.** MKMN.05.01
    a. Explain the need for professional and ethical standards in marketing. MKMN.05.01.A
    b. Explain the responsibility of individuals to apply ethical standards in marketing. MKMN.05.01.B
    c. Explain consequences of unprofessional and/or unethical behavior in marketing. MKMN.05.01.C
    d. Discuss legal ramifications of breaching rules and regulations. MKMN.05.01.D

02. **Acquire information about marketing management to aid in making career choices.** MKMN.05.02
    a. Explain the nature of marketing management. MKMN.05.02.A
    b. Explain career opportunities in marketing management. MKMN.05.02.B

03. **Utilize career-advancement activities to enhance professional development in marketing.** MKMN.05.03
    a. Assess the services of professional organizations in marketing. MKMN.05.03.A
    b. Utilize professional development opportunities in marketing (e.g., continuing education courses, certifications, journals, online activities/courses). MKMN.05.03.B
    c. Employ career-advancement strategies in marketing. MKMN.05.03.C

Strategic Management: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department. MKMN.06

01. **Utilize planning tools to guide organization's/department's activities.** MKMN.06.01
    a. Align marketing activities with business objectives. MKMN.06.01.A
    b. Provide input into strategic planning. MKMN.06.01.B
    c. Conduct gap analysis to determine organization's capability. MKMN.06.01.C
    d. Develop departmental structure. MKMN.06.01.D
    e. Determine strategic marketing planning structure. MKMN.06.01.E

02. **Control an organization's/department's activities to encourage growth and development.** MKMN.06.02
    a. Show the effect of marketing strategy on marketing goals/objectives. MKMN.06.02.A
    b. Monitor achievement of marketing objectives. MKMN.06.02.B
    c. Set marketing policies. MKMN.06.02.C
    d. Establish a marketing cost-control system. MKMN.06.02.D
    e. Select metrics for measuring success. MKMN.06.02.E
    f. Design a marketing performance measurement system. MKMN.06.02.F

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g. Modify marketing strategies based on performance results. MKMN.06.02.G

Channel Management: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels. MKMN.07

01. Develop channel-management strategies to minimize costs. MKMN.07.01

a. Establish distribution points. MKMN.07.01.A

b. Develop performance standards for suppliers. MKMN.07.01.B

c. Develop new channels for products/services. MKMN.07.01.C

d. Develop collaborative relationships with channel members. MKMN.07.01.D

e. Develop channel-management strategies. MKMN.07.01.E

02. Assess channel-management strategies to improve their effectiveness and to minimize their costs. MKMN.07.02

a. Monitor distributors' performance standards. MKMN.07.02.A

b. Evaluate buyer-seller relationships. MKMN.07.02.B

c. Assess distribution channels. MKMN.07.02.C

d. Conduct total cost analysis of channel. MKMN.07.02.D

Marketing-Information Management: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. MKMN.08

01. Assess marketing-information needs to develop a marketing-information management system. MKMN.08.01

a. Assess marketing-information needs. MKMN.08.01.A

b. Identify issues and trends in marketing-information management systems. MKMN.08.01.B

c. Develop marketing-information management system. MKMN.08.01.C

02. Analyze marketing-information to make informed marketing decisions. MKMN.08.02

a. Identify industry/economic trends that will impact business activities. MKMN.08.02.A

b. Analyze market needs and opportunities. MKMN.08.02.B

c. Anticipate market changes. MKMN.08.02.C

d. Determine current market position. MKMN.08.02.D

e. Estimate market share. MKMN.08.02.E

f. Prepare trend analyses. MKMN.08.02.F

03. Employ marketing-information to aid in making and evaluating channel-management decisions. MKMN.08.03

a. Track cost data. MKMN.08.03.A

b. Collect product quality data. MKMN.08.03.B

c. Obtain and track information about domestic and foreign suppliers/manufactures. MKMN.08.03.C

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04. **Utilize marketing-information to predict/analyze consumer behavior.** MKMN.08.04

- a. Predict demand patterns. MKMN.08.04.A
- b. Conduct demand analysis. MKMN.08.04.B
- c. Forecast changes in customer expectations. MKMN.08.04.C
- d. Evaluate product usage. MKMN.08.04.D
- e. Analyze purchasing behavior. MKMN.08.04.E
- f. Estimate repeat purchase rate. MKMN.08.04.F
- g. Estimate purchase cycle. MKMN.08.04.G
- h. Determine attitudes towards products and brands. MKMN.08.04.H
- i. Conduct customer-satisfaction studies. MKMN.08.04.I
- j. Analyze service sensitivity. MKMN.08.04.J

05. **Apply pricing information to facilitate pricing decisions.** MKMN.08.05

- a. Determine price sensitivity. MKMN.08.05.A

06. **Apply marketing information to facilitate product/service management decisions.** MKMN.08.06

- a. Conduct product analysis. MKMN.08.06.A
- b. Conduct product/brand situation analysis. MKMN.08.06.B
- c. Conduct service-quality studies. MKMN.08.06.C
- d. Predict brand share. MKMN.08.06.D
- e. Conduct brand audit. MKMN.08.06.E

07. **Utilize marketing information to assess promotional activities.** MKMN.08.07

- a. Measure media audience. MKMN.08.07.A
- b. Evaluate promotional activity. MKMN.08.07.B

08. **Report findings to communicate research information to others.** MKMN.08.08

- a. Display data in charts/graphs or in tables. MKMN.08.08.A
- b. Provide sales analysis reports. MKMN.08.08.B
- c. Prepare and use presentation software to support reports. MKMN.08.08.C
- d. Prepare written reports for decision-making. MKMN.08.08.D

09. **Assess quality of marketing-research activities to determine needed improvements.** MKMN.08.09

- a. Evaluate quality of marketing research studies (e.g., sampling, validity/reliability, bias, etc.). MKMN.08.09.A
- b. Assess quality of contracted research firms. MKMN.08.09.B

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Pricing: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. MKMN.09

01. **Employ pricing strategies to determine optimal prices.** MKMN.09.01
    a. Determine cost of product. MKMN09.01.A
    b. Calculate break-even point. MKMN09.01.B
    c. Establish pricing objectives. MKMN09.01.C
    d. Select pricing policies. MKMN09.01.D
    e. Determine discounts and allowances that can be used to adjust base prices. MKMN09.01.E
    f. Determine terms of trading. MKMN09.01.F
    g. Set prices. MKMN09.01.G
    h. Adjust prices to maximize profitability. MKMN09.01.H

02. **Assess pricing strategies to identify needed changes and to improve profitability.** MKMN.09.02
    a. Ensure price fairness. MKMN.09.02.A
    b. Evaluate pricing decisions. MKMN.09.02.B
    c. Determine price sensitivity. MKMN.09.02.C
    d. Assess changes in price structure. MKMN.09.02.D
    e. Analyze variances to planned pricing. MKMN.09.02.E

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. MKMN.10

01. **Employ product-development processes to maintain up-to-date product pipeline.** MKMN.10.01
    a. Explain new product-development processes. MKMN.10.01.A
    b. Determine product-development objects. MKMN.10.01.B
    c. Evaluate and process innovations. MKMN.10.01.C

02. **Employ product-mix strategies to meet customer expectations.** MKMN.10.02
    a. Analyze product needs and opportunities. MKMN.10.02.A
    b. Adapt product range to needs of targeted market segments. MKMN.10.02.B
    c. Develop product search methods MKMN.10.02.C
    d. Determine product priorities. MKMN.10.02.D
    e. Monitor market innovations. MKMN.10.02.E

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03. **Plan product/service management activities to facilitate product development.** MKMN.10.03

- a. Create a product/brand plan. MKMN.10.03.A
- b. Plan/manage product/brand lifecycle. MKMN.10.03.B
- c. Develop new-product launch plan. MKMN.10.03.C
- d. Coordinate product launches. MKMN.10.03.D

04. **Assess product/service management activities to increase profitability.** MKMN.10.04

- a. Evaluate alternative marketing techniques and procedures for achieving product-development objectives. MKMN.10.04.A
- b. Evaluate product mix. MKMN.10.04.B
- c. Assess product-development activities. MKMN.10.04.C
- d. Evaluate product/service launches. MKMN.10.04.D
- e. Conduct product/brand audit. MKMN.10.04.E

05. **Assess product packaging to improve its function and to improve its brand recognition.** MKMN.10.05

- a. Assess product-packaging requirements. MKMN.10.05.A
- b. Evaluate graphic design on packages. MKMN.10.05.B
- c. Evaluate adequacy of product packaging. MKMN.10.05.C
- d. Conduct reviews of product packaging. MKMN.10.05.D

06. **Position products/services to acquire desired business image.** MKMN.10.06

- a. Develop positioning concept for a new product idea. MKMN.10.06.A
- b. Communicate core values of product/service. MKMN.10.06.B
- c. Identify product's/service's competitive advantage. MKMN.10.06.C
- d. Leverage product's/service's competitive advantage. MKMN.10.06.D

Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired. MKMN.11

01. **Participate in company's community outreach involvement to foster a positive company image and to meet other professionals.** MKMN.11.01

- a. Explain the importance of company involvement in community activities. MKMN.11.01.A
- b. Propose community issues for company involvement. MKMN.11.01.B
- c. Participate in community outreach activities. MKMN.11.01.C

02. **Plan and evaluate promotional activities to maximize return on promotional efforts.** MKMN.11.02

- a. Develop communications objectives. MKMN.11.02.A

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b. Develop promotional-mix activities. MKMN.11.02.B

c. Develop advertising plans to achieve communications objectives. MKMN.11.02.C

d. Develop sales promotion plan to achieve communications objectives. MKMN.11.02.D

e. Develop public relations/publicity plan to achieve communications objectives. MKMN.11.02.E

f. Evaluate allocation of promotional effort. MKMN.11.02.F

03. Utilize outside agency/consultant to aid in promotional planning and development. MKMN.11.03

a. Create written briefs for outside agencies/consultants. MKMN.11.03.A

b. Assess outside agency/consultant relationships. MKMN.11.03.B

04. Utilize metrics to measure effectiveness of marketing communications. MKMN.11.04

a. Identify ways to track marketing-communications activities. MKMN.11.04.A

b. Select metrics to measure effectiveness of marketing communications. MKMN.11.04.B

c. Apply metrics to measure effectiveness of marketing communications. MKMN.11.04.C

05. Understand design principles used in advertising layouts to be able to communicate needs to designers. MKMN.11.05

a. Describe the use of color in advertising. MKMN.11.05.A

b. Describe the elements of design. MKMN.11.05.B

c. Discuss the use of illustrations in advertisements. MKMN.11.05.C

d. Discuss the nature of typography. MKMN.11.05.D

e. Explain type styles used in advertising. MKMN.11.05.E

f. Describe effective advertising layouts. MKMN.11.05.F

g. Identify types of drawing media. MKMN.11.05.G

h. Explain the impact of color harmonies on composition. MKMN.11.05.H

i. Describe digital color concept. MKMN.11.05.I

Selling: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized co inf decisions and enhances

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01. Guide sales staff to improve their success rate and to minimize staff turnover. MKMN.12.01

a. Explain the nature of the sales staff's induction program. MKMN.12.01.A

b. Conduct knowledge gap analysis of sales staff. MKMN.12.01.B

c. Analyze sales staff activity and results. MKMN.12.01.C

future business opportunities. MKMN.12

02. **Influence sales procedures/activities to improve return on investment.** MKMN.12.02

    a. Monitor sales management's ability to conduct customer-service operations. MKMN.12.02.A

    b. Assess sales staff's compensation package. MKMN.12.02.B

    c. Support sales operations. MKMN.12.02.C