

Marketing Management (2022)

Apply economic principles of business to marketing – the student will be able to: 19.0

- 1 Explain economic trends related to marketing and its global impact. 19.01
- 2 Explain role of the profit motive in the marketing of products. 19.02
- 3 Explain role of marketing in a free enterprise system. 19.03
- 4 Apply economic concepts to marketing (e.g. pricing, risk, productivity, competition, cycles, etc.). 19.04

Apply product and service technology – the student will be able to: 20.0

- 1 Demonstrate appropriate techniques and terminology for selling. 20.01
- 2 Demonstrate principles in the marketing of products. 20.02
- 3 Discuss inventors and entrepreneurs who have had a major influence on the marketing industry. 20.03
- 4 Identify past, present and future marketing products, styles and services. 20.04

Demonstrate merchandising skills appropriate for marketing – the student will be able to: 21.0

- 1 Identify and explain basic stock-keeping techniques (e.g. sorting by color, size, classification, etc.) and the maintenance of merchandise fixtures. 21.01
- 2 Explain initiatives in maintaining stock (e.g. rehangng merchandise, studying hang tags, restocking merchandise, etc.). 21.02
- 3 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor. 21.03
- 4 Demonstrate techniques to perform a merchandise inventory and receiving and checking of merchandise. 21.04
- 5 Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements (e.g. patterns of arrangement, color principles, appropriate displays for specific types of merchandise, etc.). 21.05
- 6 Plan a promotional campaign for a product or line (e.g. types of media, promotional mix, evaluation of effectiveness, etc.). 21.06
- 7 Create a floor plan and a planogram and describe their importance. 21.07

Implement marketing operational techniques –

- 1 Define and explain accident prevention techniques in work situations. 22.01

the student will be able to: 22.0

- 2 Identify techniques to prevent security issues, including correct procedures for recognizing and monitoring potential shoplifters, vandalism and other unlawful behaviors.** 22.02
- 3 Identify procedures relative to the employee's role in preventing internal losses.** 22.03
- 4 Identify guidelines that address concerns and issues related to the operation of a business; include safety practices.** 22.04
- 5 Understand the process of new employee orientation.** 22.05

Demonstrate proficiency in applying higher level mathematical skills specific to marketing – the student will be able to: 23.0

- 1 Apply standard industry formulas to determine markup and markdown on merchandise or services.** 23.01
- 2 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.** 23.02
- 3 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing and interpreting data and predicting outcomes.** 23.03
- 4 Complete pricing problems involving fixed or variable pricing, odd-cent pricing and loss leader pricing.** 23.04
- 5 Calculate sales productivity.** 23.05
- 6 Calculate sales per hour.** 23.06
- 7 Calculate average items and average dollars per transaction.** 23.07

Apply promotional planning techniques and procedures to product and service marketing – the student will be able to: 24.0

- 1 Analyze role of promotion in marketing and merchandising.** 24.01
- 2 Identify the markets for and develop a promotion plan for a given product, service or event.** 24.02
- 3 Develop a promotional mix for a product or service.** 24.03
- 4 Prepare a promotional calendar of events.** 24.04
- 5 Prepare a written advertisement layout.** 24.05
- 6 Select and evaluate a variety of advertising media to carry the advertising message.** 24.06
- 7 Apply steps involved in planning and setting up displays.** 24.07
- 8 Identify factors to consider when evaluating completed displays.** 24.08

9 Differentiate between promotional displays and institutional displays. 24.09

10 Create strategies to be used for public relations. 24.10

11 Establish promotion plan sales quotas and incentives. 24.11

12 Evaluate the overall promotion plan. 24.12

13 Develop a marketing plan. 24.13

Apply entrepreneurial concepts to marketing – the student will be able to: 25.0

1 Describe importance of entrepreneurship to related industries. 25.01

2 Analyze advantages and disadvantages of business ownership. 25.02

3 Compare and contrast entrepreneurship and intrapreneurship. 25.03

4 Discuss future prospects for entrepreneurship and intrapreneurship in marketing. 25.04

5 Assess education, aptitudes, attitudes and skills recommended for entrepreneurs and intrapreneurs. 25.05

6 Assess personal potential to become an entrepreneur and/or an intrapreneur. 25.06

7 Develop a business plan. 25.07

Apply marketing management principles to a business – the student will be able to do: 26.0

1 Explain marketing management functions. 26.01

2 Explain how a marketing manager manages people, ideas, time, money and materials. 26.02

3 Explain the different styles of management. 26.03

4 Explain why effective communication is critical to the marketing manager. 26.04

5 Apply the steps in the management problem-solving process. 26.05

6 Demonstrate strategies the marketing manager can use to motivate employees. 26.06

7 Evaluate how the marketing concept influences marketing. 26.07

8 Examine the four phases of the business cycle (i.e. peak, contraction/recession, trough and expansion/recovery). 26.08

Analyze global trends in marketing – the student will be able to: 27.0

1 Compare and contrast global marketing trends in selected industries. 27.01

2 Analyze impact of global marketing. 27.02

3 Identify foreign markets and distributors. 27.03

4 Analyze multicultural influences on global marketing trends. 27.04

5 Demonstrate methods of researching specific global markets. 27.05

6 Discuss the role of electronic media in facilitating global marketing. 27.06

Demonstrate applications of technology to marketing – the student will be able to: 28.0

1 Demonstrate mastery of software applications and technology currently used in marketing. 28.01

2 Identify the use of virtual means of communication. 28.02

3 Demonstrate the use of electronic media and information networks in marketing. 28.03

Apply a career plan to marketing – the student will be able to: 29.0

1 Develop a plan for pursuing a specific career in marketing (e.g. training and educational requirements, required skills and abilities, steps for reaching career goals in the chosen career, etc.). 29.01

2 Identify competencies required for career-sustaining and mid-level management positions in a chosen marketing field. 29.02

3 Demonstrate specific technology applications related to the student's marketing career plan. 29.03

4 Develop forms of documentation for inclusion in a marketing career portfolio (e.g. resume, coursework samples, etc.). 29.04
