Georgia CTAE

Integrated Marketing Communications (8.452)(2021)

Adopted 2021

Integrated Marketing Communications (8.452)

MKT-IMC-1. Demonstrate employability skills required by business and industry. MKT-IMC-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-IMC-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-IMC-1.2
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-IMC-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-IMC-1.5
6. Present a professional image through appearance, behavior and language. MKT-IMC-1.6

MKT-IMC-2. Formulate and apply the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. MKT-IMC-2

1. Explain business ethics in product/service management. MKT-IMC-2.1
2. Identify consumer protection provisions of appropriate agencies. MKT-IMC-2.2
3. Describe the use of technology in the product/service management function. MKT-IMC-2.3
4. Describe services offered by the marketing-communications industry. MKT-IMC-2.4
5. Generate marketing communications ideas. MKT-IMC-2.5
6. Explain the nature of product extension in services marketing. MKT-IMC-2.6
7. Recommend product offerings based on current trends. MKT-IMC-2.7

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MKT-IMC-3. Distinguish the tools, techniques, and systems that businesses use to analyze the effectiveness of marketing communications. MKT-IMC-3

1. Describe current issues and trends in marketing communications. MKT-IMC-3.1
2. Obtain a basic understanding of analytics. MKT-IMC-3.2
3. Recognize social media analytics and navigate the tools available. MKT-IMC-3.3
4. Identify which metrics are important to track for social media marketing. MKT-IMC-3.4
5. Describe what is comprised in a social media analytics plan. MKT-IMC-3.5
6. Explain the importance and the steps of a social media audit. MKT-IMC-3.6
7. Conduct a social media audit. MKT-IMC-3.7

MKT-IMC-4. Develop a logical argument about the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome. MKT-IMC-4

1. Explain the marketing communications development process. MKT-IMC-4.1
2. Explain the use of product placement in media. MKT-IMC-4.2
3. Repurpose content for use in multiple platforms. MKT-IMC-4.3
4. Identify benefits of diversifying media. MKT-IMC-4.4
5. Identify techniques to increase ad response time. MKT-IMC-4.5
6. Explain reach and frequency and the concept of impression- based marketing. MKT-IMC-4.6
7. Discuss the concepts of social engagement. MKT-IMC-4.7
8. Describe referral programs that can be used to build brands and promote products. MKT-IMC-4.8
9. Describe considerations in developing brand ambassadors. MKT-IMC-4.9

MKT-IMC-5. Create and implement a fully integrated marketing campaign. MKT-IMC-5

1. Conduct a SWOT Analysis of a business to prepare for an integrated marketing campaign (IMC). MKT-IMC-5.1
2. Describe the importance of integrated marketing communications. MKT-IMC-5.2
3. Compose objectives for an integrated marketing campaign (IMC). MKT-IMC-5.3
4. Integrate and plan marketing communications efforts. MKT-IMC-5.4
5. Evaluate budget considerations for a marketing communications plan. MKT-IMC-5.5

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6. Identify the key performance indicators (KPI) and explain how to monitor an IMC. MKT-IMC-5.6

MKT-IMC-6. Investigate the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist marketing information decision-making. MKT-IMC-6

1. Discuss the nature and types of sampling plans (e.g., who, how many, how chosen). MKT-IMC-6.1
2. Compare and contrast different types of rating scales (e.g., Likert scales, semantic differential scales, behavior intention scales). MKT-IMC-6.2
3. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout). MKT-IMC-6.3
4. Conduct a market analysis (e.g., market size, area, potential). MKT-IMC-6.4
5. Develop and administer a market research survey. MKT-IMC-6.5
6. Analyze and present the results of a market research survey. MKT-IMC-6.6
7. Monitor competitor's promotional efforts. MKT-IMC-6.7
8. Track and list current trends in industry. MKT-IMC-6.8

MKT-IMC-7. Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. MKT-IMC-7

1. Describe the role of business ethics in pricing. MKT-IMC-7.1
2. Discuss the role of various pricing strategies for promotions. MKT-IMC-7.2
3. Research competitor's pricing. MKT-IMC-7.3
4. Explain the use of technology in the pricing function. MKT-IMC-7.4
5. Develop pricing models for products offered. MKT-IMC-7.5
6. Determine profit margins. MKT-IMC-7.6

MKT-IMC-8. Summarize 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. MKT-IMC-8

1. Acquire knowledge of a potential client's products and brands. MKT-IMC-8.1
2. Determine needs and wants of a client for a promotional campaign. MKT-IMC-8.2
3. Calculate a budget and range of costs for a promotional campaign. MKT-IMC-8.3
4. Develop a formal presentation of a promotion campaign for a business client. MKT-IMC-8.4

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5. Utilize persuasion tactics to promote ideas for marketing communications. MKT-IMC-8.5
6. Present a marketing communications plan to a client. MKT-IMC-8.6
7. Demonstrate use of audiovisual aides. MKT-IMC-8.7

MKT-IMC-9. Differentiate the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media. MKT-IMC-9

1. Compare and contrast various platforms for digital marketing. MKT-IMC-9.1
2. Identify methods and sources available to measure effectiveness of digital marketing and social media. MKT-IMC-9.2
3. Discuss considerations in using mobile technology for promotional activities including comparing the capabilities of Short Message Service (SMS) with Multi-media Message Service (MMS). MKT-IMC-9.3
4. Describe the use of blogging for marketing communications. MKT-IMC-9.4
5. Explain the use of Really Simple Syndication (RSS) feeds. MKT-IMC-9.5
6. Describe mobile marketing tactics (e.g., geo-fencing). MKT-IMC-9.6
7. Develop content for use in social media including formatting and placement sizing. MKT-IMC-9.7
8. Explain how to effectively incorporate video into multimedia. MKT-IMC-9.8
9. Explain considerations in developing viral marketing campaigns. MKT-IMC-9.9
10. Identify strategies for attracting targeted audience to website. MKT-IMC-9.10
11. Identify ways to provide value to an audience on social media. MKT-IMC-9.11
12. Identify organic engagement tactics to build relationships with an audience on social media. MKT-IMC-9.12
13. Utilize a creative brief to plan content for social media posts. MKT-IMC-9.13
14. Develop a content calendar to strategize and plan for consistency in a campaign. MKT-IMC-9.14
15. Implement a digital marketing campaign. MKT-IMC-9.15

MKT-IMC-10. Identify and interpret the importance of selling to the economy. MKT-IMC-10

1. Explain how selling is an integral part of every major industry. MKT-IMC-10.1

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2. Distinguish between wholesale, retail, and professional sales (e.g., business to business selling, use of agents, use of manufacturing representatives). MKT-IMC-10.2
3. Discuss traits of a successful salesperson. MKT-IMC-10.3
4. Explore methods of incentives and compensation. MKT-IMC-10.4
5. Explain the nature of sales forecasts. MKT-IMC-10.5
6. Describe the use of technology, ecommerce, and digital marketing in the selling function. MKT-IMC-10.6
7. Explain the amount of time required to sell a product (e.g., sales cycles). MKT-IMC-10.7
8. Examine the increased importance of ecommerce. MKT-IMC-10.8

MKT-IMC-11. Explain how consumer behavior affects promotion and marketing communications. MKT-IMC-11

1. Describe and provide examples of the consumer motivation process. MKT-IMC-11.1
2. Explain types of consumer buying behaviors. MKT-IMC-11.2
3. Identify influences on consumer buying behavior. MKT-IMC-11.3
4. Examine applied advertising appeals. MKT-IMC-11.4
5. Evaluate how social media and other technologies have impacted communications and consumer behaviors. MKT-IMC-11.5
6. Explain the role of the conversion funnel in marketing. MKT-IMC-11.6
7. Examine how digital promotions and mobile apps affect consumer behaviors. MKT-IMC-11.7
8. Discuss how geofencing influences target marketing and consumer behavior. MKT-IMC-11.8

MKT-IMC-12. Analyze and apply the steps needed for an effective sales presentation. MKT-IMC-12

1. Obtain customer and product knowledge needed for an effective presentation. MKT-IMC-12.1
2. Incorporate prospecting techniques to develop a customer base. MKT-IMC-12.2
3. Develop cold-calling skills to initiate customer contact. MKT-IMC-12.3
4. Develop questioning techniques to identify customer needs and wants. MKT-IMC-12.4
5. Identify and resolve customer questions and objections. MKT-IMC-12.5
6. Demonstrate methods for closing the sale. MKT-IMC-12.6
7. Articulate the importance associated with suggestive selling techniques. MKT-IMC-12.7

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8. Use feature-benefit selling for an effective sales presentation. MKT-IMC-12.8
9. Utilize appropriate techniques when opening a sales presentation. MKT-IMC-12.9
10. Explain ways to create effective virtual sales presentations. MKT-IMC-12.10

MKT-IMC-13. Describe the importance of utilizing follow-up techniques after the sale has been completed. MKT-IMC-13

1. Describe the importance of utilizing personal notes concerning sales follow-up. MKT-IMC-13.1
2. Demonstrate an appropriate follow-up phone call. MKT-IMC-13.2
3. Articulate the importance of obtaining positive customer referrals for future sales. MKT-IMC-13.3
4. Identify voice of the customer (VOC) regarding sales process. MKT-IMC-13.4
5. Illustrate ways to follow-up a virtual purchase. MKT-IMC-13.5
6. Describe Customer Relationship Management (CRM) including loyalty and retention marketing. MKT-IMC-13.6

MKT-IMC-14. Apply the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using sales promotions. MKT-IMC-14

1. Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences. MKT-IMC-14.1
2. Explain how sales promotions are used in direct response marketing. MKT-IMC-14.2
3. Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKT-IMC-14.3
4. Participate in the design of collateral materials to promote a special event. MKT-IMC-14.4
5. Set up cross-promotions. MKT-IMC-14.5
6. Plan and create visual displays. MKT-IMC-14.6
7. Create promotional signage. MKT-IMC-14.7

MKT-IMC-15. Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events. MKT-IMC-15

1. Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of DECA. MKT-IMC-15.1

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2. Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development. MKT-IMC-15.2
3. Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs. MKT-IMC-15.3
4. Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities. MKT-IMC-15.4