Maryland CTE Programs of Study

Marketing Services I (2025)

GENERAL REQUIREMENTS. This course is recommended for students in Grades 9-12. 1

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INTRODUCTION 2

A Career and Technical Education (CTE) instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions. 2.A

B The Marketing and Sales Career Cluster involves skills and occupations that are essential across all industries, focusing on business administration, operations optimization, strategic planning, workforce management, and entrepreneurship. It merges key areas such as data management and analysis, human resources, general operations, administrative support, project management, and organizational leadership. This Cluster ensures that businesses across all industries efficiently meet their goals, adapt to market changes, and maintain competitive advantage. By emphasizing entrepreneurship, this Cluster supports the creation of new ventures, driving economic growth and innovation and making it a cornerstone of modern economies. 2.B

C The Marketing Services Program of Study is a comprehensive program that prepares students for careers in marketing, advertising, and data analysis by integrating foundational principles with advanced technical skills. Students will explore strategies to promote products and services, engage customers, and build brand identity through digital technologies and traditional methods. The program emphasizes leveraging online platforms, social media, and email marketing to design and manage brand campaigns while using data analysis to inform strategic decisions and optimize customer relationships. 2.C

D The Marketing I course introduces students to foundational principles of marketing, including the use of digital technologies and traditional strategies to promote products and services. Students will explore branding, social media management, and digital content creation while learning to manage campaigns that engage customers and maintain brand identity. 2.D

E Students will participate in at least two Career-Connected Education and Work-Based Learning experiences in this course, which might include informational interviews or job shadowing relevant to the program of study. 2.E

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F **Students are encouraged to participate in extended learning experiences through aligned Career and Technical Student Organizations (CTSOs). CTSOs are a cocurricular requirement in the Carl D. Perkins Act, and alignment to CTSO activities is an expectation for CTE programs in the state of Maryland.** 2.F

KNOWLEDGE AND SKILLS 3

A **The student demonstrates the necessary skills for career development, maintenance of employability, and successful completion of course outcomes. The student is expected to:** 3.A

1. Identify and demonstrate positive work behaviors that enhance employability and job advancement, such as regular attendance, promptness, proper attire, maintenance of a clean and safe work environment, and pride in work. 3.A.1
2. Demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, active listening, and a willingness to learn. 3.A.2
3. Employ effective reading, writing, and technical documentation skills. 3.A.3
4. Solve problems using critical thinking techniques and structured troubleshooting methodologies. 3.A.4
5. Demonstrate leadership skills and collaborate effectively as a team member. 3.A.5
6. Implement safety procedures, including proper use of software and following privacy guidelines. 3.A.6
7. Exhibit an understanding of legal and ethical responsibilities in the marketing field, following copyright laws and regulations. 3.A.7
8. Demonstrate time-management skills and the ability to prioritize tasks in a technical setting. 3.A.8

B **The student identifies various career pathways in the marketing services field. The student is expected to:** 3.B

1. Develop a career plan that includes the necessary education, certifications, job skills, and experience for specific roles in marketing. 3.B.1
2. Create a professional resume and portfolio that reflects skills, projects, certifications, and recommendations. 3.B.2
3. Demonstrate effective interview skills for roles in marketing services fields. 3.B.3

C **The student develops technology and digital literacy skills. The student is expected to:** 3.C

1. Use technology as a tool for research, organization, communication, and problem-solving. 3.C.1
2. Use digital tools, including computers, mobile devices, collaboration platforms, and cloud services, to access, manage, and create information. 3.C.2
3. Use digital tools (e.g., Photoshop) to create visual content for branding and advertising. 3.C.3
4. Explore the role of social media platforms in marketing campaigns. 3.C.4

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5 Understand ethical and legal considerations for technology use, including the principles of data protection, copyright, and responsible technology use. 3.C.5

6 Use word processing and spreadsheet software for basic business documentation and financial planning. 3.C.6

D The student integrates core academic skills into marketing services. The student is expected to: 3.D

1 Demonstrate clear and professional communication, both written and verbal, in creating marketing plans and presentations. 3.D.1

2 Write informative and persuasive texts for advertising and branding purposes. 3.D.2

3 Apply basic mathematical concepts such as percentages and proportions to calculate discounts, markup, and ROI (Return on Investment). 3.D.3

4 Use basic statistical methods to analyze customer surveys and market data. 3.D.4

E The student demonstrates the necessary skills to understand and apply core marketing principles. The student is expected to: 3.E

1 Define marketing and its role in promoting products, services, and ideas. 3.E.1

2 Explain the marketing mix (product, price, place, and promotion) and how it supports brand identity. 3.E.2

3 Identify current trends in digital and traditional marketing strategies, including the use of email, social media, and influencer marketing. 3.E.3

F The student develops proficiency in digital marketing tools and social media management. The student is expected to: 3.F

1 Analyze the role of social media platforms in promoting brand identity and engaging customers. 3.F.1

2 Develop a basic social media content calendar aligned with branding and marketing goals. 3.F.2

3 Demonstrate proficiency in using tools such as Adobe Express for scheduling and monitoring social posts. 3.F.3

G The student demonstrates the necessary skills to create and manage advertising campaigns. The student is expected to: 3.G

1 Identify key components of an advertising campaign, including target audience, objectives, and messaging. 3.G.1

2 Develop a basic digital advertising campaign, including setting campaign objectives, audience targeting, budgeting, and keywords, and implement it on an appropriate advertising platform. 3.G.2

3 Evaluate the success of an advertising campaign based on metrics such as click-through rate (CTR) and impressions. 3.G.3

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The student demonstrates the necessary skills in content creation and marketing using Adobe Express. The student is expected to: 3.H

1. Explain core content-marketing principles and align deliverables to brand guidelines. 3.H.1
2. Plan and maintain a basic content calendar across platforms. 3.H.2
3. Produce brand-consistent assets (graphics, short video, multi-page) in Adobe Express and adapt them to placements (posts, stories, reels, thumbnails). 3.H.3
4. Apply accessibility and compliance practices (alt text, captions, copyright/licensing). 3.H.4
5. Optimize titles, descriptions, hashtags, and basic metadata for discoverability. 3.H.5
6. Publish/schedule in Adobe Express and interpret reach, impressions, engagement, and click-through to iterate. 3.H.6

I The student applies brand design foundations to marketing content. The student is expected to: 3.I

1. Identify and apply design principles and branding strategies (typography, color, layout, hierarchy). 3.I.1
2. Create brand-consistent graphics using Adobe Photoshop and/or Adobe Express, exporting/importing assets between apps to maintain quality and consistency. 3.I.2

J The student integrates academic and ethical principles into marketing practices. The student is expected to: 3.J

1. Demonstrate clear and professional communication, both written and verbal, when presenting marketing strategies. 3.J.1
2. Apply mathematical concepts, such as percentages and ratios, to analyze campaign budgets and performance. 3.J.2
3. Explain the importance of ethical advertising practices and their impact on underserved populations. 3.J.3

K The student demonstrates the necessary skills to understand the stages of the marketing path to purchase funnel. The student is expected to: 3.K

1. Define the stages of the marketing funnel: awareness, interest, consideration, intent, evaluation, and purchase. 3.K.1
2. Identify how marketing strategies and tools influence each stage of the funnel. 3.K.2
3. Describe how companies generate leads and convert them into customers using the funnel framework. 3.K.3