Maryland CTE Programs of Study

Marketing Services III (2025)

GENERAL REQUIREMENTS. This course is recommended for students in Grades 10-12. 1

1 GENERAL REQUIREMENTS. This course is recommended for students in Grades 10-12. 1

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 Marketing III focuses on advanced marketing strategies, integrating data analysis, strategic content marketing, and campaign optimization. Students will refine their ability to analyze and interpret large data sets using Tableau and Google Data Analytics while developing advanced content strategies to engage and retain customers. The course includes creating cohesive and professional marketing visuals, managing multi-channel campaigns, and incorporating ethical advertising practices into strategic decision-making. 2.D

Skip to main content

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

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 services. 3.B.1
2. Create a professional resume and portfolio that reflect skills, projects, certifications, and recommendations. 3.B.2
3. Demonstrate effective interview skills for roles in marketing services. 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. Demonstrate proficiency in using emerging and industry-standard technologies, including marketing skills and applying creative techniques to create visually appealing and tasteful products. 3.C.3

Skip to main content

4 Understand ethical and legal considerations for technology use, including the principles of data protection, copyright, and responsible technology use. 3.C.4

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

1 Demonstrate writing skills by drafting comprehensive project proposals and reports using clear, concise, and professional language. 3.D.1

2 Demonstrate communication skills by developing advanced presentation skills for sharing business data and project updates with stakeholders. 3.D.2

3 Use advanced Excel features (e.g., formulas, pivot tables) to analyze and visualize business data. 3.D.3

4 Apply mathematical concepts, including statistical analysis and predictive modeling, to interpret market research data. 3.D.4

5 Investigate global market trends and their impact on entrepreneurial ventures. 3.D.5

6 Evaluate the effects of government regulations and policies on business operations. 3.D.6

E The student demonstrates the necessary skills to develop advanced marketing strategies that enhance brand image and market position. The student is expected to: 3.E

1 Evaluate the effectiveness of integrated marketing campaigns in achieving business objectives. 3.E.1

2 Analyze the role of digital and traditional marketing channels in building customer relationships. 3.E.2

3 Create advanced marketing strategies that align with target audience needs and company goals. 3.E.3

F The student demonstrates the necessary skills to use advanced data analysis tools to inform marketing decisions. The student is expected to: 3.F

1 Use Tableau to create dashboards and visualizations that communicate key marketing insights. 3.F.1

2 Analyze large data sets with Google Data Analytics to identify market trends and customer behavior. 3.F.2

3 Evaluate campaign performance metrics such as ROI, customer lifetime value (CLV), and conversion rates to inform future strategies. 3.F.3

G The student demonstrates the necessary skills to create and manage professional-level digital marketing content. The student is expected to: 3.G

1 Design and implement advanced content marketing strategies to engage and retain customers. 3.G.1

! Develop cohesive content across multiple platforms using advanced content-marketing frameworks (e.g., HubSpot Advanced Topics). 3.G.2

Skip to main content

3 Create professional, visually appealing digital content that aligns with brand standards and campaign objectives. 3.G.3

H The student demonstrates the necessary skills to apply ethical principles and best practices in digital marketing. The student is expected to: 3.H

1 Explain the ethical considerations involved in targeted advertising, particularly for underserved populations. 3.H.1

2 Ensure all marketing content adheres to copyright laws, data privacy regulations, and ethical advertising standards. 3.H.2

3 Apply best practices in managing customer data to enhance trust and loyalty. 3.H.3

I The student demonstrates the necessary skills to apply ethical principles and best practices in digital marketing. The student is expected to: 3.I

1 Explain the ethical considerations involved in using behavioral data to influence purchase decisions across funnel stages. 3.I.1

2 Ensure that funnel-based strategies are inclusive and avoid manipulation, especially for vulnerable populations. 3.I.2

3 Apply ethical data practices when tracking customer behavior through the marketing funnel. 3.I.3

J The student demonstrates the necessary skills to optimize the marketing path to purchase funnel using advanced data and content strategies. The student is expected to: 3.J

1 Analyze performance metrics at each funnel stage (e.g., bounce rate, click-through rate, conversion rate, retention). 3.J.1

2 Adjust content marketing strategies based on where customers are in the funnel using insights from tools such as HubSpot and Google Analytics. 3.J.2

3 Develop full-funnel campaigns that integrate multi-platform messaging to drive customer engagement, lead nurturing, and final conversion. 3.J.3