North Carolina CTE

MM52- Marketing 2 (2026)

Understand effective marketing strategies and the components of the marketing model for marketing plans. MM52.1	**1.01** Understand the elements of effective marketing strategies. MM52.1.01
	1.02 Understand the components of the marketing model. MM52.1.02
	1.03 Understand the nature of marketing plans. MM52.1.03
Understand marketing research problems and designs to implement marketing research methods. MM52.2	**2.01** Understand the nature of marketing research. MM52.2.01
	2.02 Understand problems associated with marketing research. MM52.2.02
	2.03 Compare marketing research designs. MM52.2.03
	2.04 Understand sources of marketing research data. MM52.2.04
	2.05 Implement marketing research methods. MM52.2.05
Understand marketing communications. MM52.3	**3.01** Understand the principles of marketing communication. MM52.3.01
	3.02 Understand the components of the communication mix. MM52.3.02
	3.03 Apply knowledge to determine appropriate marketing communications objectives and strategies. MM52.3.03
Apply knowledge to prepare a strategic marketing plan. MM52.4	**4.01** Analyze marketing research findings. MM52.4.01
	4.02 Apply marketing research findings to determine marketing objectives. MM52.4.02
	4.03 Apply procedures to plan marketing activities and timelines to achieve goals. MM52.4.03
	4.04 Implement metrics to measure plan effectiveness. MM52.4.04