Tennessee CTE

Marketing & Management II: Advanced Strategies (2022)

Management Functions 1

1. **Organizational Charts and Design: Research organizational charts and designs and differentiate between centralized and decentralized decision-making.** 1.1
2. **Four Functions of Management: Discuss the importance of management and explain the four management functions (i.e. planning, organizing, directing, and controlling) to facilitate workplace organization and efficiency. Identify the primary managerial roles (e.g., entrepreneur, leader, monitor, etc.) within an organization.** 1.2
3. **Effective Leadership and Management Skills: Demonstrate effective leadership and management skills by role-playing how you would manage difficult workplace scenarios. Identify which different leadership styles fit different scenarios.** 1.

Role of Marketing in Business 2

1. **Marketing Plan: Create a marketing plan aimed at increasing business profitability for a local business or CTSO. Include the following.** 2.1
   - a An executive summary with a situational analysis identifying both SWOT (Strengths, 2.1.A
   - b Weaknesses, Opportunities, and Threats) and PEST (Political/legal, Economic, Sociocultural, and Technological) factors 2.1.B
   - c Marketing strategies 2.1.C
   - d Cost analysis 2.1.D
   - e Implementation plan 2.1.E
   - f Marketing audit evaluation instrument 2.1.F

Purchasing 3

1. **Merchandise Plan: Describe a merchandise plan and identify key factors when selecting suppliers and negotiating terms of sale, including supply chain and procurement procedures.** 3.1
2. **Customer Influence on Purchasing: Analyze the influence of customer perceptions and reactions on purchasing choices and determine how customer behavior can affect the distribution process.** 3.2
3. **Supply Chain and Procurement: Describe the relationship between supply chain and marketing channels and identify the three types of marketing channels (i.e. conventional, vertical, and horizontal).** 3.3

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Pricing 4

1. **Market Factors and Pricing: Identify and describe market factors that can affect prices (e.g., embargos, natural disasters, and overproduction). Cite legal and ethical considerations for price planning, including price fixing and price discrimination.** 4.1
2. **Pricing and Product Life Cycle: Explain the relationship between pricing and product life cycle. Analyze the advantages and disadvantages of both penetration pricing and price skimming pricing strategies for a new product launch.** 4.2
3. **Price Markup and Profit: Explain how a company's profit relates to markup and breakeven point. Calculate retail percentage markup and markdown in dollars and percentages.** 4.3

Promotions 5

1. **Institutional Promotional Plan: Analyze institutional promotions' effects on values-based marketing strategies and corporate social responsibility. Design an institutional promotional plan, focusing on the following elements:** 5.1
   - a Goals 5.1.A
   - b Target market 5.1.B
   - c Message or theme 5.1.C
   - d Coordination aspects 5.1.D
   - e Action plan/implementation 5.1.E
   - f Evaluation instrument 5.1.F
2. **Social Media in Promotions: Investigate social media's contribution both to the promotional and personal sales sides of marketing efforts to establish and maintain customer relationships. Identify different social media platforms in marketing and discuss challenges associated with each.** 5.2
3. **Interior and Architectural Displays: Describe how interior and architectural displays create and/or enhance a business' image and evaluate a display's effectiveness.** 5.3
4. **Digital and Mobile Promotional Concepts: Differentiate between digital and mobile promotional concepts, identifying characteristics and examples of each.** 5.4
5. **Public Relations: Explain the role of public relations in business, identifying types of public relations activities and their use. Examine current trends and issues in public relations.** 5.5

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Marketing Research and Information Management 6

1. **Marketing Information Management: Define marketing information management and its components (i.e. marketing information, marketing research, and marketing-information management systems). Identify the characteristics of useful marketing information and classify types of marketing information as primary or secondary. Explain the functions and benefits of a marketing-information management system.** 6.1

2. **Marketing Research Trends: Research key marketing research trends and discuss these trends' influence on both the marketing planning process and the overall marketing plan.** 6.2

3. **Marketing Research Methods: Explain marketing research's role in information management and identify marketing research methods, including primary research and primary and secondary data sources. Compare and contrast marketing research methods (e.g., survey method, experimental method, and observation method).** 6.3

Risk Management and Human Resources 7

1. **Business Risks: Identify various business risks (e.g., accept, transfer, mitigation, avoidance) and describe ways businesses manage risk. Provide examples of how risk reduction or prevention applies to the following areas:** 7.1
   - a Employee screening and training 7.1.A
   - b Safety conditions and safety instructions 7.1.B
   - c Employee theft 7.1.C
   - d Shoplifting 7.1.D
   - e Reduction in workplace threats 7.1.E

2. **Property and Liability Insurance: Compare and contrast the features of property and liability insurance.** 7.2

3. **Human Resources: Research legal, ethical, and practical considerations pertaining to the following human resources topics:** 7.3
   - a Hiring (resumes, interview procedures, legal considerations, unbiased hiring practices, etc.) 7.3.A
   - b Benefits and perks packages 7.3.B
   - c Scheduling, including vacation, sick, and paid time off 7.3.C
   - d Social media compliance policy 7.3.D
   - e Handling grievances 7.3.E
   - f Performance assessments, including performance improvement and rewards 7.3.F
   - g Promotions, transfers, and dismissals 7.3.G
   - h Ethics in the workplace 7.3.H

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1. **quity and Debt Capital: Differentiate between equity capital and debt capital and xplain the advantages and disadvantages of each.** 8.1

2 **Credit Worthiness: Identify the six C's (i.e. character, capability, capital, collateral, coverage, and conditions) used to evaluate the credit worthiness of a business. Explain the role each criterium plays in a lender's ability to determine overall risk and approve financing.** 8.2

3 **Global Environmental Scan: Analyze the global environment in which businesses operate. Conduct a global environmental scan by selecting a country and identifying a high-growth industry within that country. Based on research gathered through the scan, create a new product customization or adaptation not currently on the local market.** 8.3

4 **Periodic Financial Analysis: Identify and understand financial documents included in a periodic financial analysis. Prepare examples of the following:** 8.4

- a Personal financial statement 8.4.A
- b Balance sheet 8.4.B
- c Income statement 8.4.C
- d Projected balance sheet after one year 8.4.D

Legal and Ethical Issues 9

1 **Consumer and Trade Laws: Analyze the federal statutes on employee, consumer, and trade laws (e.g., the Sherman Antitrust Act, the Robinson-Patman Act, or the Consumer Product Safety Act) that can affect businesses.** 9.1

2 **Corporate Social Responsibility: Examine individual values that translate to effective corporate social responsibility. Investigate factors that affect corporate social responsibility programs in a global marketplace.** 9.2