

Marketing II

Instructional Framework

An instructional framework provides educators with a list of benchmark statements aligned to Common Core and national content area standards for a given course or program. The Missouri Marketing II Instructional Framework lists a sequence of content for Marketing II, organized into distinct units of instruction with component evidence of mastery statements.

Marketing II Instructional Framework

| | Common Core | National Standards (MBA Research) |
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| A. Integrated Marketing Communications | | |
| 1. Examine the concept and benefits of Integrated Marketing Communications. | RH 11-12.8 | A.1.a |
| 2. Explore the concepts, strategies, and systems used to obtain and convey ideas and information. | RH 11-12.7 | A.2.a |
| 3. Discuss proper etiquette for electronic communications in the workplace. | SL 11-12.1a, SL 11-12.1.c, SL 11-12.1.d | A.3.a |
| 4. Describe how the communication process works in promotion. | SL 11-12.4 | A.2.b |
| 5. Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions. | RI 11-12.7 | B.1.a |
| 6. Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External and Data integration and how they help to strengthen Integrated Marketing Communications. | SL 11-12.1.a, SL 11-12.1.c, SL 11-12.1.d | B.1.b |
| 7. Examine the roles and applications of research within an Integrated Marketing Communications plan. | RH 11-12.7 | B.1.c |
| 8. Explore strategic media planning issues in Integrated Marketing Communications. | RH 11-12.7 | C.1.a |
| 9. Explain types of advertising media. | WHST 11-12.7, WHST 11-12.8 | C.1.b |
| 10. Explain the importance of coordinating elements in advertisements. | WHST 11-12.7, WHST 11-12.8 | C.1.c |
| 11. Examine IMC programs and activities to build, measure, and manage brand image and development. | RH 11-12.7 | D.1.a |
| 12. Analyze real world examples of a comprehensive Integrated Marketing Communications plan. | WHST 11-12.6, WHST 11-12.8 | D.1.b |
| 13. Develop an Integrated Marketing Communications plan. | WHST 11-12.6, WHST 11-12.8, WHST 11-12.10 | D.1.c |

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| B. Global Marketing | | |
| 1. Describe what drives the need for global marketing. | RST 11-12.7 | E.1.a |
| 2. Explain the concept of global marketing strategies. | SL 11-12.1 | E.1.b |
| 3. Identify considerations in implementing global marketing strategies. | SL 11-12.2 | E.1.c |
| 4. Identify global market segments. | RST 11-12.4 | E.1.d |
| 5. Select global target market. | RST 11-12.9 | E.1.e |
| 6. Explain the steps in developing a global marketing plan. | WHST 11-12.2 | F.1.a |
| 7. Conduct global market analysis (market size, area, potential, etc.). | S-IC 1, WHST 11-12.8 | F.1.b |
| 8. Conduct global SWOT analysis for use in the marketing planning process. | S-IC 1, WHST 11-12.8 | F.1.c |
| 9. Monitor and evaluate performance of a global marketing plan. | S-MD 5b, WHST 11-12.6, WHST 11-12.9 | F.1.d |
| 10. Determine the relationship between government and business in global marketing. | RST 11-12.9 | F.1.e |
| 11. Explain the nature of global trade. | SL 11-12.1 | F.1.f |
| 12. Identify political, economic, socio-cultural, and technological factors that affect global marketing. | SL 11-12.4, WHST 11-12.9 | F.1.g |
| 13. Examine the roles of international trade organizations. | WHST 11-12.9 | F.1.h |
| 14. Identify the effects of global trade on retailing. | SL 11-12.4, WHST 11-12.2b | F.1.i |
| 15. Identify what globalization means for e-commerce. | RST 11-12.4, RST 11-12.7, RST 11-12.8, RST 11-12.9 | F.1.j |
| C. Channel Management | | |
| 1. Explain the nature and scope of channel management. | RL 11-12.1 | G.1.a |
| 2. Apply the concepts of supply chain and logistics management and the relationship to marketing strategy. | RI 11-12.1 | G.1.b |
| 3. Recognize what a marketing channel is and why intermediaries are needed. | SL 11-12.4 | G.1.c |
| 4. Connect the types of channel intermediaries and describe their functions and activities. | RI 11-12.3 | G.1.d |
| 5. Describe factors that marketing executives consider when selecting and managing a marketing channel. | WHST 11-12.2b | G.1.e |
| 6. Critique new technology and emerging trends in the channel management function. | WHST 11-12.9 | G.2.a |
| 7. Summarize the importance of coordinating channel management with other marketing activities. | W 11-12.2b | G.2.b |
| 8. Assess the nature and scope of purchasing. | RST 11-12.2 | H.1.a |
| 9. Discuss stock- handling procedures to understand how to process incoming merchandise. | SL 11-12.4 | H.1.b |
| 10. Investigate the nature of warehousing and storing considerations. | RST 11-12.2 | H.1.c |
| 11. Describe the use of inventory control systems. | RL 11-12.1 | I.1.a |

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| 12. Show procedures for determining inventory shrinkage. | S-IC 6 | I.1.b |
| 13. Evaluate inventory status/performance (stock turnover, gross margin, return on inventory, open to buy, etc.). | S-MD 5b | I.1.c |
| 14. Formulate merchandise plans (budgets). | S-IC 6 | I.2.a |
| 15. Investigate purchases and merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.). | S-IC 6 | I.2.b |
| 16. Apply the concept of Plan Reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages). | S-IC 6 | I.2.c |
| D. Marketing Information Management | | |
| 1. Describe the need for marketing information. | SL 11-12.4 | J.1.a |
| 2. Explain the nature and scope of the marketing information management function. | WHST 11-12.2a | J.1.b |
| 3. Analyze the role of ethics in marketing-information management. | SL 11-12.1c | J.1.c |
| 4. Critique the use of technology in the marketing-information management function. | SL 11-12.5 | J.1.d |
| 5. Define the nature of marketing research. | WHST 11-12.2a | J.2.a |
| 6. Summarize sources of primary and secondary data. | RST 11-12.5 | J.2.b |
| 7. Compare and contrast research techniques. | WHST 11-12.2a | J.3.a |
| 8. Identify the marketing-research problem/issue. | RST 11-12.9 | J.2.c |
| 9. Investigate research approaches (e.g., observation, survey, experiment) appropriate to the research problem. | WHST 11-12.2b | J.3.b |
| 10. Assess the relationship between the research purpose and the marketing research objectives. | RL 11-12.1 | J.3.c |
| 11. Show the nature of sampling plans (i.e., who, how many, how chosen). | SL 11-12.1c | J.2.d |
| 12. Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavior intention scales, etc.). | WHST 11-12.2a | J.3.d |
| 13. Analyze the use of diaries (e.g., product, media-use, contact). | WHST 11-12.1b | J.4.a |
| 14. Define the nature of qualitative research. | RL11-12.3 | J.4.b |
| 15. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). | RH 11-12.7 | J.4.c |
| 16. Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample designs). | RH 11-12.9 | J.3.e |
| 17. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout). | SL 11-12.1c | J.3.f |
| 18. Assess appropriateness of research methods for problem/issue. | RL 11-12.1 | J.3.g |
| 19. Select appropriate research techniques. | WHST 11-12.2e | J.5.a |
| 20. Design qualitative research study. | RST 11-12.3 | J.5.b |
| 21. Interpret qualitative research findings. | RI 11-12.3 | J.5.c |
| 22. Use an integrated business software application package. | WHST-11-12.6 | K.1.a |
| 23. Demonstrate collaborative/groupware applications. | SL 11-12.5 | K.1.b |

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| E. Entrepreneurship | | |
| 1. Explain the importance of entrepreneurs/small business in the US and global economies. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9 | L.1.a |
| 2. Recognize types/forms of business ownership. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6 | L.1.b |
| 3. Explain the concept of productivity. | W 11-12.2b | L.1.c |
| 4. Describe the characteristics and skills of entrepreneurs. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9 | L.1.d |
| 5. Explain what entrepreneurs contribute to the economy. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9 | L.1.e |
| 6. Determine the reasons that businesses succeed or fail. | RH 11-12.2 | L.1.f |
| 7. Compare and contrast the advantages and disadvantages of entrepreneurship. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9 | M.1.a |
| 8. Summarize the purpose and importance of a business plan. | RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6 | M.1.b |
| 9. Describe economic systems. | RH 11-12.8, WHST 11-12.8, WHST 11-12.9 | N.1.a |
| 10. Discuss current trends that provide opportunity for entrepreneurs. | SL 11-12.1 | N.1.b |
| 11. Describe types of economic resources. | W 11-12.2a | N.1.c |
| F. Career & Professional Development | | |
| 1. Research career trends and opportunities in marketing. | RI 11-12.7 | O.1.a |
| 2. Identify requirements for professional certifications in marketing. | W 11-12.2b | O.1.b |
| 3. Update (or create) an (electronic) resume. | W 11-12.6 | O.1.c |
| 4. Update (or create) a cover letter. | W 11-12.5 | O.1.d |
| 5. Tailor interview techniques to a variety of companies. | SL 11-12.1c | O.1.e |
| 6. Assess the services provided by professional trade organizations. | SL 11-12.1a | O.2.a |
| 7. Discuss networking skills for professional development. | W 11-12.2b | O.2.b |

Note: Coding for the MBA Research Standards is from the Missouri Marketing II Standards document, not the MBA Research Standards.

Examples Aligned to Common Core Standards

The following instructional examples follow the expectations of the Marketing II Instructional Framework and align to the Common Core standards.

Common Core English Language Arts and Literacy

Prepare a presentation about a famous entrepreneur, providing information about their background, major accomplishments, qualities that represent a good entrepreneur, and why that person was chosen.

RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9

Write a one-page personal statement describing what makes the student the ideal candidate for the job of entrepreneur. Complete an entrepreneurial aptitudes assessment in preparation, and discuss the skills, experiences, and personal traits that qualify the student for the job.

RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9

In a small group, list as many reasons as possible for starting a business. Share and discuss these reasons as a class.

RST 11-12.5, RST 11-12.7, RST 11-12.9, WHST 11-12.6, WHST 11-12.9

Analyze the integrated marketing communications plan for Red Bull energy drink, identifying: media objectives, market factors that influence the need for the plan, media objectives, and the timeframe for the marketing message. Also, comment on effectiveness and appropriateness of media selection, slogan, sales promotion, public relations, media execution, and brand image.

RH 11-12.7, RH 11-12.8, WHST 11-12.6, WHST 11-12.8

Analyze the integrated marketing communications plan for Nestle, identifying: media objectives, market factors that influence the need for the plan, media objectives, and the timeframe for the marketing message.

RH 11-12.7, RH 11-12.8, WHST 11-12.6, WHST 11-12.8

Present a sales/integrated marketing communications project to promote a city and attract commerce to the region, focusing on tourists, conventions, new businesses, and special events. The completed project should include a PowerPoint presentation, packet of information for clients, brochure, radio commercial script, television storyboard, print ad, and business letter to attract a client.

WHST 11-12.6, WHST 11-12.8, WHST 11-12.10

Prepare a global marketing plan for a product of choice, identifying and researching a target country to sell the product, and explaining the marketing mix to sell the product.

RH 11-12.7, RH 11-12.8, WHST 11-12.6, WHST 11-12.8

Codes for Common Core English Language Arts and Literacy are:

RH = Reading for Literacy in
History/Social Studies

RI = Reading for Informational
Text

RST = Reading for Literacy in
Science and Technical
Subjects

SL = Speaking and Listening

W = Writing

WHST = Writing for Literacy in
History/Social Studies,
Science, and Technical
Subjects

Codes for Common Core Mathematics are:

S-IC = Statistics and Probability:
Conditional Probability
and the Rules of
Probability

S-MD = Statistics and
Probability: Using
Probability to Make
Decision