Integrated Marketing Communications

**A: Standard:** Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

**A.1: Competency:** Assess marketing information needs to develop a marketing-information management system.

**A.1.a: Evidence:** Examine the concept and benefits of Integrated Marketing Communications.

**A.2: Competency:** Analyze marketing information to make informed marketing decisions.

**A.2.a: Evidence:** Explore the concepts, strategies, and systems used to obtain and convey ideas and information.

**A.2.b: Evidence:** Describe how the communication process works in promotion.

**A.3: Competency:** Acquire foundational knowledge of marketing-information management to understand its nature and scope.

**A.3.a: Evidence:** Discuss proper etiquette for electronic communications in the workplace.

**B: Standard:** Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

**B.1: Competency:** Employ marketing-information to develop a marketing plan.

**B.1.a: Evidence:** Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions.

**B.1.b: Evidence:** Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External, and Data integration and how these help to strengthen Integrated Marketing Communications.

**B.1.c: Evidence:** Examine the roles and application of research within an Integrated Marketing Communications plan.
C: **Standard**: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

**C.1: Competency**: Understand the use of promotional components used to communicate with targeted audiences.

- **C.1.a: Evidence**: Explore strategic media planning issues in Integrated Marketing Communications.
- **C.1.b: Evidence**: Explain types of advertising media.
- **C.1.c: Evidence**: Explain the importance of coordinating elements in advertisements.

D: **Standard**: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

**D.1: Competency**: Acquire a foundational knowledge of Integrated Marketing Communications.

- **D.1.a: Evidence**: Examine IMC programs and activities to build, measure, and manage brand image and development.
- **D.1.b: Evidence**: Analyze real world examples of a comprehensive Integrated Marketing Communications plan.
- **D.1.c: Evidence**: Develop an Integrated Marketing Communications plan.

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**Global Marketing**

E: **Standard**: Understands the economic principles and concepts fundamental to business operations.

**E.1: Competency**: Determine global trade's impact on business decision making.

- **E.1.a: Evidence**: Describe what drives the need for global marketing.
- **E.1.b: Evidence**: Explain the concept of global marketing strategies.
- **E.1.c: Evidence**: Identify considerations in implementing global marketing strategies.
- **E.1.d: Evidence**: Identify global market segments.
- **E.1.e: Evidence**: Select global target market.

F: **Standard**: Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.

**F.1: Competency**: Apply knowledge of business ownership to establish and continue business operations.

- **F.1.a: Evidence**: Explain the steps in developing a global marketing plan.
- **F.1.b: Evidence**: Conduct global market analysis (market size, area, potential, etc.).
- **F.1.c: Evidence**: Conduct global SMOT analysis for use in the marketing planning process.
F.1.d: **Evidence:** Monitor and evaluate performance of a global marketing plan.
F.1.e: **Evidence:** Determine the relationship between government and business in global marketing.
F.1.f: **Evidence:** Explain the nature of global trade.
F.1.g: **Evidence:** Identify political, economic, socio-cultural, and technological factors that affect global marketing.
F.1.h: **Evidence:** Examine the roles of international trade organizations.
F.1.i: **Evidence:** Identify the effects of global trade on retailing.
F.1.j: **Evidence:** Identify what globalization means for e-commerce.

### Channel Management

**G: Standard:** Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.

**G.1: Competency:** Acquire foundational knowledge of channel management to understand its role in marketing.

- **G.1.a: Evidence:** Explain the nature and scope of channel management.
- **G.1.b: Evidence:** Apply the concepts of supply chain and logistics management and the relationship to marketing strategy.
- **G.1.c: Evidence:** Recognize what a marketing channel is and why intermediaries are needed.
- **G.1.d: Evidence:** Connect the types of channel intermediaries and describe their functions and activities.
- **G.1.e: Evidence:** Describe factors that marketing executives consider when selecting and managing a marketing channel.

**G.2: Competency:** Manage channel activities to minimize costs and to determine distribution strategies.

- **G.2.a: Evidence:** Critique new technology and emerging trends in the channel management function.
- **G.2.b: Evidence:** Summarize the importance of coordinating channel management with other marketing activities.

**H: Standard:** Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

**H.1: Competency:** Implement purchasing activities to obtain business supplies and equipment.

- **H.1.a: Evidence:** Assess the nature and scope of purchasing.
- **H.1.b: Evidence:** Discuss stock-handling procedures to understand how to process incoming merchandise.
- **H.1.c: Evidence:** Investigate the nature of warehousing and storing considerations.
I: **Standard**: Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.

   **I.1: Competency**: Utilize inventory-control methods to minimize costs and to meet customer demand.

   - **I.1.a: Evidence**: Describe the use of inventory control systems.
   - **I.1.b: Evidence**: Show procedures for determining inventory shrinkage.
   - **I.1.c: Evidence**: Evaluate inventory status/performance (stock turnover, gross peak seasons, delivery dates, etc.).

   **I.2: Competency**: Assess distribution strategies to improve their effectiveness and to minimize their costs.

   - **I.2.a: Evidence**: Formulate merchandise plans (budgets).
   - **I.2.b: Evidence**: Investigate purchases and merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.).
   - **I.2.c: Evidence**: Apply the concept of Plan Reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).

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**Marketing Information Management**

J: **Standard**: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

   **J.1: Competency**: Acquire foundational knowledge of marketing-information management to understand its nature and scope.

   - **J.1.a: Evidence**: Describe the need for marketing information.
   - **J.1.b: Evidence**: Explain the nature and scope of the marketing information management function.
   - **J.1.c: Evidence**: Analyze the role of ethics in marketing-information management.
   - **J.1.d: Evidence**: Critique the use of technology in the marketing-information management function.

   **J.2: Competency**: Understand marketing-research activities to show command of their nature and scope.

   - **J.2.a: Evidence**: Define the nature of marketing research.
   - **J.2.b: Evidence**: Summarize sources of primary and secondary data.
   - **J.2.c: Evidence**: Identify the marketing-research problem/issue.
   - **J.2.d: Evidence**: Show the nature of sampling plans (i.e., who, how many, how chosen).
J.3: **Competency:** Evaluate marketing research procedures and findings to assess their credibility.

**J.3.a: Evidence:** Compare and contrast research techniques.

**J.3.b: Evidence:** Investigate research approaches (e.g., observation, survey, experiment) appropriate to the research problem.

**J.3.c: Evidence:** Assess the relationship between the research purpose and the marketing research objectives.

**J.3.d: Evidence:** Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavior intention scales, etc.).

**J.3.e: Evidence:** Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample designs).

**J.3.f: Evidence:** Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout).

**J.3.g: Evidence:** Assess appropriateness of research methods for problem/issue.

J.4: **Competency:** Design qualitative marketing-research study to ensure appropriateness of data-collection efforts.

**J.4.a: Evidence:** Analyze the use of diaries (e.g., product, media-use, contact).

**J.4.b: Evidence:** Define the nature of qualitative research.

**J.4.c: Evidence:** Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).

J.5: **Competency:** Process marketing information to test hypotheses and/or to resolve issues.

**J.5.a: Evidence:** Select appropriate research techniques.

**J.5.b: Evidence:** Design qualitative research study.

**J.5.c: Evidence:** Interpret qualitative research findings.

K: **Standard:** Applies technological tools in marketing to expedite workflow.

**K.1: Competency:** Utilize information-technology tools to manage and perform work responsibilities.

**K.1.a: Evidence:** Use an integrated business software application package.

**K.1.b: Evidence:** Demonstrate collaborative/groupware applications.
Entrepreneurship

L: Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

L.1: Competency: Acquire knowledge of the impact of entrepreneurship to make informed economic decisions.

L.1.a: Evidence: Explain the importance of entrepreneurs/small business in the US and global economies.

L.1.b: Evidence: Recognize types/forms of business ownership.

L.1.c: Evidence: Explain the concept of productivity.

L.1.d: Evidence: Describe the characteristics and skills of entrepreneurs.

L.1.e: Evidence: Explain what entrepreneurs contribute to the economy.

L.1.f: Evidence: Determine the reasons that businesses succeed or fail.

M: Standard: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

M.1: Competency: Apply knowledge of business ownership to establish and continue business operations.

M.1.a: Evidence: Compare and contrast the advantages and disadvantages of entrepreneurship.

M.1.b: Evidence: Summarize the purpose and importance of a business plan.

N: Standard: Understands the economic principles and concepts fundamental to business operations.

N.1: Competency: Understand economic indicators to recognize economic trends and conditions.

N.1.a: Evidence: Describe economic systems.

N.1.b: Evidence: Discuss current trends that provide opportunity for entrepreneurs.

N.1.c: Evidence: Describe types of economic resources.
Career & Professional Development

**O: Standard:** Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

**O.1: Competency:** Implement job-seeking skills to obtain employment.
- **O.1.a: Evidence:** Research career trends and opportunities in marketing.
- **O.1.b: Evidence:** Identify requirements for professional certifications in marketing.
- **O.1.c: Evidence:** Update (or create) an (electronic) resume.
- **O.1.d: Evidence:** Update (or create) a cover letter.
- **O.1.e: Evidence:** Tailor interview techniques to a variety of companies.

**O.2: Competency:** Utilize career-advancement activities to enhance professional development.
- **O.2.a: Evidence:** Assess the services provided by professional trade organizations.
- **O.2.b: Evidence:** Discuss networking skills for professional development.