

Section 2: Instructional Management Plans (IMPs)

The foundation of the Instructional Management Plan (IMP) is the student's identified career pathway, which determines the relevant content knowledge and skill focus for the marketing internship. A student's IMP documents the essential connection between classroom experiences and employment experiences. The development of the IMP serves as a master plan for the teacher, the training sponsor and the student, reinforcing marketing education curriculum knowledge and skills and application activities. Flexibility is necessary to achieve alignment to the marketing education curriculum while meeting the needs of the student and the training station/sponsor. The IMP organizes classroom instruction and on the job training into a cooperative learning experience for the student.

An IMP is developed and maintained for each student enrolled in a supervised marketing education internship program. The IMP includes the following basic information:

- Student's name and contact information
- Date(s) of student's enrollment in the marketing internship program
- Teacher's name and contact information
- Training station name and contact information
- Student's job title
- Pathway/occupational area

Employment/internship documentation specific to the training station is an important element of the IMP:

- Orientation to the training station or specific job
- Internship/work record
- Professional growth plan
- Mid-term self-evaluation
- End-of-term reflection

In addition, the plan will document student attainment of application activities and other assignments as deemed appropriate. Application activities are aligned to the 2008 Marketing Career Cluster, Marketing Management Pathway Knowledge and Skill Statements, as well as the 2008 National Marketing Education Standards as developed by MBA Research. Application activities are those sequenced experiences designed to provide deeper insight into the career pathway and the specific job, as well as to develop student skills. They include classroom, on the job, and career and technical student organization activities. The marketing internship coordinator (in consultation with the training station/sponsor and the student) will select one or two application activities for the student to complete for each of the twelve instructional areas in the marketing education curriculum, based on the student's individual needs and the training station requirements. Completion of the application activities must be verified by the training station/sponsor.

Twelve component topics provide the foundation for the Marketing Education Internship curriculum:

- Economics
- Human Resources Management
- Marketing
- Professional Development
- Ethics and Legal Responsibilities
- Channel Management
- Marketing Information Management
- Market Planning
- Pricing
- Product/Service Management
- Promotion
- Selling

Each component topic is defined in a broad Knowledge and Skill Statement and further described in Performance Elements aligned with specific Performance Indicators. Examples of Application Activities are provided for each component topic, and can be modified to fit student and/or employer needs. Alignment to the 2008 Marketing Career Cluster, Marketing Management Pathway Knowledge and Skill Statements and Performance Elements are noted. 2008 National Marketing Education Standard alignment is noted in parenthesis on Performance Indicators.

Curriculum components are aligned to the 2008 Marketing Career Cluster, Marketing Management Pathway Knowledge and Skill Statements (States' Career Clusters Initiative, located at http://www.careerclusters.org/resources/pos_ks/KSChart/2008/MKT-190-KSChart.pdf) and the 2008 National Marketing Education Standards developed by MBA Research (located at <http://www.mbaresearch.org/2.0/Joomla/images/PDFs/FinalMarketingClusterReport11-19-2007.pdf>).

ECONOMICS

Knowledge and Skill Statement:

Understand the economic principles and concepts fundamental to business operations. MKC01.02

Performance Element:

Describe fundamental economic concepts used in marketing. MKC01.02.01

Performance Indicators:

Distinguish between economic goods and services (EC:002, EC LAP 10)
Explain the concept of economic resources (EC:003, ED LAP 14)
Describe the concepts of economics and economic activities (EC:001, EC LAP 6)
Determine economic utilities created by business activities (EC:004, EC LAP 13)
Explain the principles of supply and demand (EC:005, EC LAP 11)
Describe the functions of prices in markets (EC:006, EC LAP 12)

Performance Element:

Describe the nature of business to show its contributions to society.
MKC01.02.02

Performance Indicators:

Explain the role of business in society (EC:070, MB LAP 6)
Describe types of business activities (EC:071, EC LAP 19)
Explain the organizational design of businesses (EC:103)
Discuss the global environment in which businesses operate (EC:104)
Describe factors that affect the business environment (EC:105)
Explain the nature of business ethics (EC:106)
Explain how organizations adapt to today's markets (EC:107)

Performance Element:

Explain economic systems in which marketing activities are performed.
MKC01.02.03

Performance Indicators:

Explain the types of economic systems (EC:007, EC LAP 17)
Explain the concept of private enterprise (EC:009, EC LAP 15)
Identify factors affecting a business's profit (EC:010, EC LAP 2)
Determine factors affecting business risk (EC:011, EC LAP 3)
Explain the concept of competition (EC:012, EC LAP 8)
Describe market structures (ED:075)

Performance Element:

Acquire knowledge of the impact of government on business activities to make informed economic decisions. MKC01.02.04

Performance Indicators:

Determine the relationship between government and business (EC:008, EC LAP 16)
Describe the nature of taxes (EC:072)

Performance Element:

Analyze cost/profit relationships to guide business decision-making.
MKC01.02.05

Performance Indicators:

Explain the concept of productivity (EC:013, EC LAP 18)
Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7)
Explain the concept of organized labor and business (EC:015, EC LAP 5)
Explain the impact of the law of diminishing returns (EC:023)

Performance Element:

Describe economic indicators that can impact marketing activities. MKC01.02.06

Performance Indicators:

Describe the concept of price stability as an economic measure (EC:080)
Discuss the measure of consumer spending as an economic indicator (EC:081)
Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1)
Discuss the impact of a nation's unemployment rates (EC:082)
Describe the economic impact of inflation on business (EC:083)
Explain unemployment and inflation tradeoffs (EC:099)
Explain the economic impact of interest-rate fluctuations (EC:084)
Determine the impact of business cycles on business activities (EC:018, EC LAP 9)

Performance Element:

Determine global trade's impact on business decision-making. MKC01.02.07

Performance Indicators:

Explain the nature of global trade (EC:016, EC LAP 4)
Describe the determinants of exchange rates and their effects on the domestic economy (EC:100)
Discuss the impact of cultural and social environments on global trade (EC:045)

Application Activities: Economics

Provide examples of the economic utilities from your training station and explain how each provides value.
Create a supply and demand chart for a product or service your training station provides. Identify the supply and demand curves, and the equilibrium point.
Identify three factors affecting your business's profit. How do your actions as an employee affect the business's profit both positively and negatively?
Analyze your training station and describe how your business uses the freedoms the Free Enterprise system offers.
Does your training station have stores in other countries? Does your training station sell its products to other countries? Does your training station buy merchandise from other countries? If so, which ones?

HUMAN RESOURCE MANAGEMENT

Knowledge and Skill Statement:

Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize its human resources. MKC05.04

Performance Element:

Understand the role and function of human resources management in marketing.
MKC05.04.01

Performance Indicators:

Discuss the nature of human resources management (HR:410)
Explain the role of ethics in human resources management (HR:411)
Describe the use of technology in human resources management (HR:412)
Explain the importance of new employee orientation procedures (Adapted from
“Orient new employees,” HR:360)

Application Activities: Human Resources Management

<p>Create a list of 10 questions you might ask a potential employee interviewing in at your training station. Why did you choose each?</p>
<p>Ask your employer to identify six to ten characteristics of an effective employee. Categorize those characteristics of an effective employee. Categorize those characteristics as <i>a business understanding, an interpersonal skill, or a communication skill</i>. Were there any characteristics that did not fit into one of those three categories? Which characteristic was regarded as most important to your employer? Why?</p>
<p>Assist your supervisor in creating a staffing schedule for your training station. Explain your process as you consider the needs of the business and employee requests. What was the most challenging aspect of this experience?</p>
<p>Discuss your plan to create a safe working environment at your training station. What are the three most vital aspects to ensuring safety for employees?</p>
<p>Create a floor layout of your training station that demonstrates the placement of windows, doors, emergency exits, fire extinguishers, and tornado shelter area.</p>
<p>Develop a list of suggested methods of recognizing employee accomplishments. If there is any cost involved in the method of recognition, give an estimate of the cost.</p>
<p>It is important to be able to give directions to your job site to the customers. In preparing you for this, your assignment is to <i>Map Quest</i> your job site from your high school to your training station. The <i>Map Quest</i> you turn in should have the starting location and the ending location in addition to your training station address. Print the map and the driving directions from your high school.</p>
<p>Interview your supervisor or someone in your career field concerning diversity. Ask questions that will help you discover the diversity that exists and write your findings in two or three paragraphs.</p>

MARKETING

Knowledge and Skill Statement:

Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and stakeholders. MKC05.05

Performance Element:

Describe marketing's role and function in business. MKC05.05.01

Performance Indicators:

Explain marketing and its importance in a global economy (MK:001, BA LAP 11)

Describe marketing functions and related activities (MK:002, MK LAP 1)

Performance Element:

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. MKC05.05.02

Performance Indicators:

Explain customer/client/business buying behavior (MK:014)

Discuss actions employees can take to achieve the company's desired results (MK:015)

Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019)

Performance Element:

Determine a company's unique selling proposition to recognize what sets the company apart from its competitors. MKC05.05.03

Performance Indicators:

Identify company's unique selling proposition (MK:016)

Identify internal and external service standards (MK:017)

Application Activities: Marketing

Describe how the functions of marketing are demonstrated at your training station.
Determine from your training station's point of view: Who are your competitors? Why are they competitors? What is being done to maintain the market share? Submit your findings in a report. (125 Words)
Create a list of your top three competitors. What products or services does your training station provide that the competitors don't? Describe why this is an advantage or disadvantage in meeting your customer's needs.
As an employee, how can your actions contribute to increasing your company's market share? Describe three tasks or activities that you can do to assist in the growth of your business.
Identify your internal and your external customers Recommend three ways to build stronger internal and external service standards for these customers.

PROFESSIONAL DEVELOPMENT

Knowledge and Skill Statement:

Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career. MKC09.01

Performance Element:

Acquire self-development skills for success in marketing careers. MKC09.01.02

Performance Indicators:

Maintain appropriate personal appearance (PD:002, PD LAP 5)
Demonstrate systematic behavior (PD:009, HR LAP 4)
Set personal goals (PD:018, HR LAP 6)
Explain the need for innovation skills (PD:126)
Make decisions (PD:017, PD LAP 10)
Demonstrate problem-solving skills (PD:077, IS LAP 2)
Demonstrate appropriate creativity (PD:012, PD LAP 2)
Use time-management skills (PD:019, OP LAP 1)

Performance Element:

Participate in career-planning in marketing. MKC09.01.04

Performance Indicators:

Assess personal interests and skills needed for success in business (PD:013, HR LAP 2)
Analyze employer expectations in the business environment (PD:020)
Explain the rights of workers (PD:021)
Identify sources of career information (PD:022)
Identify tentative occupational interest (PD:023)
Explain employment opportunities in business (PD:025, PD LAP 15)

Performance Element:

Implement job-seeking skills to obtain employment in marketing. MKC09.01.05

Performance Indicators:

Utilize job-search strategies (PD:026)
Complete a job application (PD:027)
Interview for a job (PD:028)
Write a follow-up letter after job interviews (PD:029)
Write a letter of application (PD:030)
Prepare a résumé (PD:031)
Use networking techniques to identify employment opportunities (PD:037)

Performance Element:

Utilize career-advancement activities to enhance professional development in marketing careers. MKC09.01.06

Performance Indicators:

Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032)

Explain the need for ongoing education as a worker (PD:033)

Explain possible advancement patterns for jobs (PD:034)

Identify skills needed to enhance career progression (PD:035)

Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036, CD LAP 1)

Application Activities: Professional Development

Develop a professional growth plan to be implemented during your employment at your training station. Describe three goals that you would like to achieve during this time that are related to your job.
Prepare a time management plan to be utilized at your training station. What are three things you can do to improve efficiency at your training station?
Make a list of positions at your training station. Describe at least 5 different jobs and what they entail. Include what skills/education/experience you might need to be successful in each.
Create a new job application that your training station can use. What information will you include? What importance does each piece of information have? What legal requirements do you need to be aware of?
Prepare a resume that you could use in your job search after high school. Include a list of power words you might use in an electronic or other type of documents for employment.
Arrange to spend 10 to 15 minutes with your employer asking questions and/or viewing equipment or other applications of technology. Technology is not limited to your individual job; seek information about the entire industry.
Investigate what trade journals, on-line or print magazines, organizations or other professional development tools might be used to advance professionally in your training station. List and describe at least three.
Find and attach two articles on technology in your career field (current or intended) and number them 1 and 2. Write a paragraph summary about the article and how it will affect the job market.

ETHICS AND LEGAL RESPONSIBILITIES

Knowledge and Skill Statement:

Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions. MKC08.01

Performance Element:

Employ ethical actions in obtaining and providing information to acquire others' confidence. MKC08.01.01

Performance Indicators:

Respect the privacy of others (EI:029)
Explain ethical considerations in providing information (EI:038)
Protect confidential information
Determine information appropriate to obtain from a client or another employee

Performance Element:

Apply ethics to demonstrate trustworthiness. MKC08.01.02

Performance Indicators:

Explain the nature of business ethics (EC:106)
Demonstrate responsible behavior (EI:021, PD LAP 7)
Demonstrate honesty and integrity (EI:022, HR LAP 19)
Demonstrate ethical work habits (EI:004, EI LAP 4)

Performance Element:

Manage internal and external business relationships to foster positive interactions. MKC08.01.03

Performance Indicators:

Treat others fairly at work (EI:036, HR LAP 24)
Describe ethics in human resources issues

Performance Element:

Acquire foundational knowledge of business laws and regulations to understand their nature and scope. MKC08.01.04

Performance Indicators:

Discuss the nature of law and sources of law in the United States (BL:067)
Describe the United States' judicial system (BL:068)
Describe legal issues affecting businesses (BL:001)

Performance Element:

Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts. MKC08.01.05

Performance Indicators:

Identify the basic torts relating to business enterprises (BL:069)
Describe the nature of legally binding contracts (BL:002)

Application Activities: Ethics and Legal Responsibilities

Complete a checklist of licenses and government regulations that your training station must abide by. Why are these important?
Investigate what laws and regulations affect your training station's business operation. List and describe at least three.
Research what a code of ethics is. Prepare a code of ethics booklet for your training station. Begin with the importance of ethics in business and include scenarios from your training station to help guide employees into taking the appropriate ethical actions.
Investigate and identify each permit/license that your training station is required to have.
Select a government regulation that affects your job site. Discuss the consequences your job site might encounter if there were no such regulation.

CHANNEL MANAGEMENT

Knowledge and Skill Statement:

Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels. MKC10.05

Performance Element:

Acquire foundational knowledge of channel management to understand its role in marketing. MKC10.05.01

Performance Indicators:

Explain the nature and scope of channel management (CM:001, DS LAP1)
Explain the relationship between customer service and channel management (CM:002)
Explain the nature of channels of distribution (CM:003)
Describe the use of technology in the channel management function (CM:004)
Explain legal considerations in channel management (CM:005)
Describe ethical considerations in channel management (CM:006)

Performance Element:

Manage channel activities to minimize costs and to determine distribution strategies. MKC10.05.02

Performance Indicators:

Coordinate channel management with other marketing activities (CM:007)
Explain the nature of channel-member relationships (CM:008)

Application Activities: Channel Management

What technology do you utilize in at your training station to track inventory?
Choose three products and demonstrate their movement in the distribution channel from the manufacturer to your store.
In what ways can your customers take possession of your company's products? List each way and create a chart that provides an advantage and disadvantage for each.
Draw a diagram of your stock or storage room at your training station. How is the stock and inventory organized? Is product rotated? How often do you add to your inventory? In what ways does your inventory get delivered to your store? Who is responsible for stock management at your training station?
Investigate the potential risks or hazards that could happen to the products and inventory your training station offers. What are those? What actions does your employer take to protect the inventory? What can you do to prevent the destruction or breakage of products?

MARKETING-INFORMATION MANAGEMENT

Knowledge and Skill Statement:

Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
MKC10.06

Performance Element:

Acquire foundational knowledge of marketing-information management to understand its nature and scope. MKC10.06.01

Performance Indicators:

Describe the need for marketing information (IM:012)
Explain the nature and scope of the marketing information management function (IM:001, IM LAP 2)
Explain the role of ethics in marketing-information management (IM:025)
Describe the use of technology in the marketing-information management function (IM:183)

Performance Element:

Understand marketing-research activities to show command of their nature and scope. MKC10.06.02

Performance Indicators:

Explain the nature of marketing research (IM:010, IM LAP 5)
Explain types of primary marketing research (IM:276)
Identify sources of primary and secondary data (IM:280)
Explain research techniques (IM:281)
Determine the marketing-research problem/issue (IM:282)
Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem (IM:283)
Identify the relationship between the research purpose and the marketing research objectives (IM:284)
Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285)
Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.) (IM:286)
Explain the use of diaries (e.g., product, media-use, contact) (IM:287)
Explain the nature of qualitative research (IM:288)

Performance Element:

Explain data-collection methods to evaluate their appropriateness for the research problem/issue. MKC10.06.03

Performance Indicators:

Identify information monitored for marketing decision making (IM:184)
Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (IM:289)

Performance Element:

Interpret marketing information to test hypotheses and/or to resolve issues.
MKC10.06.04

Performance Indicators:

Describe techniques for processing marketing information (IM:062)
Explain the use of descriptive statistics in marketing decision making (IM:191)

Performance Element:

Assess marketing research briefs to determine comprehensiveness and clarity.
MKC10.06.05

Performance Indicators:

Explain the nature of marketing research briefs (IM:290)

Performance Element:

Evaluate marketing research procedures and findings to assess their credibility.
MKC10.06.06

Performance Indicators:

Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design) (IM:292)
Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout) (IM:293)
Assess information sources on basis of strengths and weaknesses (IM:294)
Assess timeliness of research information (IM:295)
Assess appropriateness of research methods for problem/issue (IM:296)

Application Activities: Marketing-Information Management

Describe three ways your training station uses marketing information management. If they don't, describe three ways they could improve a product, service or process by incorporating marketing information management.

Create a customer satisfaction survey for your training station. Include at least five questions and a measurement scale. How many will you disseminate? What will you do with the information gathered?

Research three of your training station's competitors and write a synopsis of their company: compare your strengths and weaknesses to theirs.

Identify and explain a situation from your training station that might utilize a focus group. What is the situation? Where will the participants from the focus group come from? What is the goal of the focus group?

What will you do with the information the focus group provides?

MARKET PLANNING

Knowledge and Skill Statement:

Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKC10.07

Performance Element:

Employ marketing-information to develop a marketing plan. MKC10.07.01

Performance Indicators:

- Explain the concept of marketing strategies (MP:001, IM LAP 7)
- Identify considerations in implementing global marketing strategies (MP:002)
- Explain the concept of market and market identification (MP:003, IM LAP 9)
- Identify market segments (MP:004)
- Select target market (MP:005)
- Explain the nature of marketing planning (MP:006)
- Explain the nature of marketing plans (MP:007)
- Explain the role of situational analysis in the marketing planning process (MP:008)
- Conduct SWOT analysis for use in the marketing planning process (MP:010)
- Explain the nature of sales forecasts (MP:013, IM LAP 3)

Application Activities: Market Planning

Create a customer profile for your training station.
Analyze and describe how your target market affects the marketing mix at your training station.
Develop a SWOT analysis for your training station. Include internal and external factors. Present your information in a chart.
Research the generation that your primary target market comes from. Write two paragraphs that describe this generation, including their birth time frame, technology skills, spending habits, education importance, work ethic, attitudes and values, and they way they seek information.

PRICING

Knowledge and Skill Statement:

Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. MKC10.08

Performance Element:

Develop a foundational knowledge of pricing to understand its role in marketing. MKC10.08.01

Performance Indicators:

- Explain the nature and scope of the pricing function (PI:001, PI LAP 2)
- Describe the role of business ethics in pricing (PI:015)
- Explain the use of technology in the pricing function (PI:016)
- Explain legal considerations for pricing (PI:017)
- Explain factors affecting pricing decisions (PI:002, PI LAP 3)

Application Activities: Pricing

Consider the products and services you sell at your training station. Provide examples of other companies who sell similar products and services. Identify which are based on price competition and those that compete on factors other than price.

Describe your training station's pricing strategy.
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What factors help to determine when a product or service goes "on sale" at your training station?

Choose one product or service at your training station that you sell at different price points. Which one do you sell the most of? What is the biggest factor in a customer's decision to buy one over the other? Document your findings in a chart.
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Examine factors that affect the price of products and services other than cost. What does a business owner need to consider before setting a price? Create a list of at least five factors and explain the affects of each on price.
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PRODUCT/SERVICE MANAGEMENT

Knowledge and Skill Statement:

Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. MKC10.09

Performance Element:

Acquire a foundational knowledge of product/service management to understand its nature and scope. MKC10.09.01

Performance Indicators:

Explain the nature and scope of the product/service management function (PM:001, PP LAP 5)
Identify the impact of product life cycles on marketing decisions (PM:024)
Describe the use of technology in the product/service management function (PM:039)
Explain business ethics in product/service management (PM:040)

Performance Element:

Generate product ideas to contribute to ongoing business success. MKC10.09.02

Performance Indicators:

Identify product opportunities (:PM)134
Identify methods/techniques to generate a product idea (PM:127, PM LAP 11)
Generate product ideas (PM:128)

Performance Element:

Apply quality assurances to enhance product/service offerings. MKC10.09.03

Performance Indicators:

Describe the uses of grades and standards in marketing (PM:019, PM LAP 8)
Explain warranties and guarantees (PM:020, PP LAP 4)
Identify consumer protection provisions of appropriate agencies (PM:107, PP LAP 7)

Performance Element:

Employ product-mix strategies to meet customer expectations. MKC10.09.04

Performance Indicators:

Explain the concept of product mix (PM:003, PP LAP 3)
Describe the nature of product bundling (PM:041)

Performance Element:

Position products/services to acquire desired business image. MKC10.09.05

Performance Indicators:

Describe factors used by marketers to position products/services (PM:042)

Explain the nature of product/service branding (PM:021, PM LAP 6)

Performance Element:

Position company to acquire desired business image. MKC10.09.06

Performance Indicators:

Explain the nature of corporate branding (PM:206)

Describe factors used by businesses to position corporate brands (PM:207)

Application Activities: Product/Service Management

Illustrate your training station's product mix by creating a visual of the products lines and the width and depth of each.
Select five products your training station sells and justify why you would choose to delete these products from your line.
Create a chart of three products your training station sells, and describe the national brands, the private distributor brands and the generic brands. What are some of the fundamental differences in these three brands?
Choose a product that your training station sells and redesign its package. Create a prototype and explain why the new package design is better.
Choose two products that you sell at your training station. Identify which stage of the life cycle they are in. How long do you think they have been at those stages? How long do you think they will stay there?
Choose a product that your training station sells and modify it to make it more valuable. Describe the product and the changes you would make. Why did you choose this modification? Do you think it will sell?

PROMOTION

Knowledge and Skill Statement:

Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. MKC10.10

Performance Element:

Acquire a foundational knowledge of promotion to understand its nature and scope. MKC10.10.01

Performance Indicators:

Explain the role of promotion as a marketing function (PR:001, PR LAP 2)
Explain the types of promotion (PR:002, PR LAP 4)
Identify the elements of the promotional mix (PR:003, PR LAP 1)
Describe the use of business ethics in promotion (PR:099)
Describe the use of technology in the promotion function (PR:100)
Describe the regulation of promotion (PR:101)

Performance Element:

Describe promotional channels used to communicate with targeted audiences. MKC10.10.02

Performance Indicators:

Explain types of advertising media (PR:007, PR LAP 3)
Describe word-of-mouth channels used to communicate with targeted audiences (PR:247)
Explain the nature of direct marketing channels (PR:089)
Identify communications channels used in sales promotion (PR:249)
Explain communications channels used in public-relations activities (PR:250)

Performance Element:

Explain the use of an advertisement's components to communicate with targeted audiences. MKC10.10.03

Performance Indicators:

Explain the components of advertisements (PR:014, PR LAP 7)
Explain the importance of coordinating elements in advertisements (PR:251)

Performance Element:

Discuss the use of public-relations activities to communicate with targeted audiences. MKC10.10.04

Performance Indicators:

Identify types of public-relations activities (PR:252)
Discuss internal and external audiences for public-relations activities (PR:253)

Performance Element:

Explain the use of trade shows/expositions to communicate with targeted audiences. MKC10.10.05

Performance Indicators:

Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254)
Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255)

Performance Element:

Manage promotional activities to maximize return on promotional efforts. MKC10.10.06

Performance Indicators:

Explain the nature of a promotional plan (PR:073)
Coordinate activities in the promotional mix (PR:076)

Application Activities: Promotion

<p>Create a new print ad for your training station using technology tools. Include a headline, copy, illustration, slogan and company signature or logo. Make sure your print ad looks professional.</p>
<p>Identify the media utilized and frequency your training station advertises. For each medium, list the specific station or newspaper, etc., with which your company advertises. Also write the frequency your business runs each promotion (weekly, monthly, periodically, etc.).</p>
<p>Describe at least five past, current, or future promotions that your training station uses. Be specific, and identify the advantages of each.</p>
<p>Build a holiday or themed display of your choice for your training station. Describe the elements you chose and what you the goals of the display are. Describe the placement of the display and what time frame will be used for the display.</p>
<p>Identify the media utilized and frequency your training station advertises. For each medium, list the specific station or newspaper, etc., with which your company advertises. Also write the frequency your business runs each promotion (weekly, monthly, periodically, etc.).</p>
<p>Sales promotion activities invite, persuade, encourage, and stimulate trade and are an important part of the marketing mix for any organization. Next to each of the listed elements of promotion, list at least three activities (for each) that your job site is using or has used in the past. Include advertising, publicity, sales promotion, visual merchandising, and public relations.</p>
<p>Write a news release for an event, product or employee at your training station. Include the who, what, where, when, why and how of the story.</p>
<p>Research premiums and select three that your business could utilize. What premiums would you choose? What would you print on them? Describe the items, the quantity you would purchase and at what cost. Justify your answers.</p>

SELLING

Knowledge and Skill Statement:

Determine client needs and wants and respond through planned, personalized communication to influence purchase decisions and enhance future business opportunities. MKC10.11

Performance Element:

Acquire a foundational knowledge of selling to understand its nature and scope. MKC10.11.01

Performance Indicators:

Explain the nature and scope of the selling function (SE:017, SE LAP 117)
Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130)
Explain key factors in building a clientele (SE:828, SE LAP 115)
Explain company selling policies (SE:932, SE LAP 121)
Explain business ethics in selling (SE:106, SE LAP 129)
Describe the use of technology in the selling function (SE:107)
Describe the nature of selling regulations (SE:108)

Performance Element:

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. MKC10.11.02

Performance Indicators:

Acquire product information for use in selling (SE:062)
Analyze product information to identify product features and benefits (SE:109, SE LAP 113)

Performance Element:

Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. MKC10.11.03

Performance Indicators:

Explain the selling process (SE:048, SE LAP 126)
Discuss motivational theories that impact buying behavior (SE:359)

Application Activities: Selling

Pick a product from your training station and explain how you would sell it using each step in the sales process.

Create a feature benefit chart for a product or service your training station sells.

Create an objection analysis sheet for a product or service that your training station sells.

Choose a product or service from your training station and evaluate customer buying motives for the product. Provide a product description and describe three different buying motives of the customers who shop for that particular product at your training station.

Choose a product or service from your training station, and list and describe three items you could suggestively sell with it.