

## Marketing I

Unit	Objectives	Objectives
Career and Professional Development	1 Describe traits important to the success of employees in the marketing communications	7 Explain career opportunities in merchandising
	2 Describe employment opportunities in the marketing communications industry	8 Describe the role of merchandisers in retailing
	3 Explain factors affecting the growth and development of the marketing communications industry	9 Explain the nature of professional selling
	4 Discuss the economic and social effects of marketing communications	10 Explain employment opportunities in professional selling
	5 Analyze marketing communications careers to determine careers of interest	11 Discuss the economic and social effects of professional selling
	6 Identify career opportunities in retailing	12 Discuss the nature of human resources management
Communications	1 Explain the nature of effective verbal communications.	8 Select and use appropriate graphic aids
	2 Interpret others' nonverbal cues.	9 Explain the nature of effective communication
	3 Give verbal directions	10 Adapt communication to the cultural and social differences among clients
	4 Employ communication styles appropriate to target audience	11 Describe current business trends
	5 Handle telephone calls in a businesslike manner	12 Conduct an environmental scan to obtain business information
	6 Participate in group discussions	13 Persuade others
	7 Make oral presentations	14 Explain the nature of stress management
Economics	1 Distinguish between economic goods and services	15 Identify factors affecting a business's profit
	2 Explain the concept of economic resources	16 Determine factors affecting business risk
	3 Describe the concepts of economics and economic activities	17 Explain the concept of competition
	4 Determine economic utilities created by business activities	18 Describe market structures
	5 Explain the principles of supply and demand	19 Describe the concept of price stability as an economic measure
	6 Describe the functions of prices in markets	20 Discuss the measure of consumer spending as an economic indicator
	7 Explain the role of business in society	21 Discuss the impact of a nation's unemployment rates
	8 Describe types of business activities	22 Explain the concept of Gross Domestic Product
	9 Explain the organizational design of businesses	23 Describe the economic impact of inflation on business
	10 Discuss the global environment in which businesses operate	24 Explain unemployment and inflation tradeoffs
	11 Describe factors that affect the business environment	25 Explain the economic impact of interest-rate fluctuations
	12 Explain how organizations adapt to today's markets	26 Determine the impact of business cycles on business activities
	13 Explain the types of economic systems	27 Describe the need for financial information
	14 Explain the concept of private enterprise	28 Explain the role of finance in business
Marketing Concepts	1 Create mathematical models from real- life situations	18 Demonstrate connections between company actions and results
	2 Analyze and interpret complex societal issues, events, and problems	19 Explain marketing and its importance in a global economy
	3 Analyze researched information and statistics	20 Describe marketing functions and related activities
	4 Reach reasoned conclusions to identify target markets	21 Explain the concept of marketing strategies
	5 Examine social beliefs, influences, and behavior	22 Explain the concept of market and market identification
	6 Analyze group dynamics	23 Identify market segments
	7 Recognize factors influencing perception	24 Select target market
	8 Identify sources of attitude formation	25 Explain the nature of marketing planning
	9 Assess methods used to evaluate attitudes	26 Conduct SWOT analysis for use in the marketing planning process
	10 Identify basic social and cultural groups	27 Develop marketing plan
	11 Determine behavioral patterns of social and cultural groups	28 Identify ways to segment markets for marketing communications
	12 Analyze effects of others on individual behavior	29 Describe the nature of target marketing in marketing communications
	13 Recognize factors affecting personality	30 Describe current issues/trends in marketing communications
	14 Investigate factors affecting purchasing decisions	31 Develop customer/client profile
	15 Recognize cues to basic drives/motives	32 Profile target customer
	16 Explain customer/client/business buying behavior	33 Determine market needs
	Pricing	1 Explain the nature and scope of the pricing function
2 Describe the role of business ethics in pricing		11 Determine cost of product (breakeven, ROI, markup)
3 Explain the use of technology in the pricing function		12 Calculate break-even point
4 Explain legal considerations for pricing		13 Establish pricing objectives
5 Explain factors affecting pricing decisions		14 Select pricing policies
6 Explain pricing practices used in marketing communications		15 Determine discounts and allowances that can be used to adjust base prices
7 Discuss the nature of pricing models		16 Set prices
8 Explain considerations in website pricing		17 Adjust prices to maximize profitability
9 Set price objectives for marketing communications services		

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Promotion	1 Explain the role of promotion as a marketing function	35 Check advertising proofs
	2 Explain the types of promotion	36 Evaluate storyboards
	3 Identify the elements of the promotional mix	37 Critique advertisements
	4 Describe the use of business ethics in promotion	38 Determine advertising reach of media
	5 Explain the nature of a promotional plan	39 Read media schedule
	6 Coordinate activities in the promotional mix	40 Calculate media costs
	7 Explain types of advertising media	41 Choose appropriate media outlets
	8 Explain components of advertisements	42 Select placement of advertisements
	9 Explain the importance of coordinating elements in advertisements	43 Develop a media plan
	10 Identify types of public-relations activities	44 Write a press release
	11 Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences	45 Create a public-service announcement
	12 Explain the nature of word-of-mouth (WOM) strategies	46 Create a press kit
	13 Explain considerations in developing viral marketing campaigns	47 Analyze costs/benefits of company participation in community activities
	14 Develop viral marketing strategies	48 Explain current issues/trends in public relations
	15 Explain the use of celebrities/influencers as a WOM strategy	49 Create a public-relations campaign
	16 Select celebrity/influencer to deliver promotional message	50 Create promotional signage
	17 Develop referral program to build brand/promote products	51 Collaborate in the design of slogans/taglines
	18 Explain the use of product placement	52 Analyze considerations in designing a frequency/loyalty marketing program
	19 Identify opportunities for product placement	53 Analyze use of specialty promotions
	20 Discuss types of direct marketing strategies	54 Develop strategy for creating a special event
	21 Describe the use of advergaming	55 Set up cross-promotions
	22 Explain the nature of online advertisements	56 Explain the use of advertising agencies
	23 Explain the nature of e-mail marketing strategies	57 Propose community issues for company involvement
	24 Describe mobile advertising strategies	58 Explain the use of visual merchandising in retailing
	25 Identify effective advertising headlines	59 Distinguish between visual merchandising and display
	26 Describe copy strategies	60 Place merchandise for impact
	27 Describe the nature of effective Internet ad copy	61 Use cross-merchandising techniques
	28 Identify promotional messages that appeal to targeted markets	62 Analyze types of display arrangements
	29 Analyze the impact of color in advertisements	63 Create and maintain displays
	30 Describe the elements of design	64 Develop promotional calendar
	31 Explain the use of illustrations in advertisements	65 Plan/Schedule displays/themes with management
	32 Explain type styles used in advertisements	66 Plan a promotional strategy
	33 Describe effective advertising layouts	67 Persuade others
	34 Explain the impact of color harmonies on composition	
Product Service Management	1 Explain the nature and scope of the product/service management function	17 Describe factors used by marketers to position products/services
	2 Identify the impact of product life cycles on marketing decisions	18 Develop positioning concept for a new product idea
	3 Describe the use of technology in the product/service management function	19 Explain the nature of product/service branding
	4 Explain business ethics in product/service management	20 Explain the nature of branding
	5 Identify product opportunities	21 Describe factor used by businesses to position brands
	6 Identify methods/techniques to generate a product idea	22 Develop strategies to position brands
	7 Generate product ideas	23 Explain the nature of product extension in services marketing
	8 Determine initial feasibility of product idea	24 Identify product extensions that can be used in marketing communications
	9 Describe the uses of grades and standards in marketing	25 Determine quality of merchandise to offer
	10 Explain warranties and guarantees	26 Determine width and depth of assortment strategies
	11 Identify consumer protection provisions of appropriate agencies	27 Select mix of brands
	12 Evaluate customer experience	28 Plan merchandise assortment (e.g., styling, sizes, quantities, colors)
	13 Explain the concept of product mix	29 Identify new private brand opportunities
	14 Describe the nature of product bundling	30 Develop seasonal assortment strategies
	15 Identify product to fill customer need	31 Identify company's unique competitive advantage
	16 Plan product mix	32 Identify internal and external service standards

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Selling	<b>1</b> Explain the nature of positive customer relations	<b>29</b> Establish relationship with client/customer
	<b>2</b> Demonstrate a customer-service mindset	<b>30</b> Process special orders
	<b>3</b> Explain management's role in customer relations	<b>31</b> Process sales documentation
	<b>4</b> Explain the role of ethics in customer relationship management	<b>32</b> Prepare sales reports
	<b>5</b> Describe the use of technology in customer relationship management	<b>33</b> Gather customer/client feedback to improve service
	<b>6</b> Explain external planning considerations	<b>34</b> Plan strategies for meeting sales quotas
	<b>7</b> Explain the nature and scope of the selling function	<b>35</b> Develop strategies to win back former customers
	<b>8</b> Explain the role of customer service as a component of selling relationships	<b>36</b> Establish sales terms
	<b>9</b> Explain key factors in building a clientele	<b>37</b> Prepare and implement sales plans
	<b>10</b> Explain company selling policies	<b>38</b> Set sales quotas
	<b>11</b> Compare and contrast selling and regulations and business ethics in selling	<b>39</b> Manage salesperson's underperformance
	<b>12</b> Acquire product information for use in selling	<b>40</b> Design incentive programs
	<b>13</b> Analyze product information to identify product features and benefits	<b>41</b> Provide legitimate responses to inquiries
	<b>14</b> Explain the selling process	<b>42</b> Defend ideas objectively
	<b>15</b> Discuss motivational theories that impact buying behavior	<b>43</b> Respond to customer inquiries
	<b>16</b> Provide service after the sale	<b>44</b> Interpret business policies to customers/clients
	<b>17</b> Prepare cash drawers/banks	<b>45</b> Establish relationship with customer/client
	<b>18</b> Open/Close register/terminal	<b>46</b> Determine customer/client needs
	<b>19</b> Explain the impact of sales cycles	<b>47</b> Recommend specific product
	<b>20</b> Differentiate between consumer and organizational buying behavior	<b>48</b> Demonstrate good/service
	<b>21</b> Identify emerging trends	<b>49</b> Convert customer/client objections into selling points
	<b>22</b> Explain the use of marketing-research information in professional selling	<b>50</b> Close the sale
	<b>23</b> Prospect for customers	<b>51</b> Demonstrate suggestion selling
	<b>24</b> Qualify customers/clients	<b>52</b> Collect payment from customer to complete customer transaction
	<b>25</b> Conduct pre-visit research	<b>53</b> Plan follow- up strategies for use in selling
	<b>26</b> Determine sales strategies	<b>54</b> Analyze sales performance
	<b>27</b> Schedule appointments with prospective clients	<b>55</b> Demonstrate negotiation skills
	<b>28</b> Prepare sales presentation	