

Marketing II

Unit	Objectives
Career Professional Development	<ol style="list-style-type: none">1 Research career trends and opportunities in marketing.2 Identify requirements for professional certifications in marketing.3 Update (or create) an (electronic) resume.4 Update (or create) a cover letter.5 Tailor interview techniques to a variety of companies.6 Assess the services provided by professional trade organizations.7 Discuss networking skills for professional development.
Channel Management	<ol style="list-style-type: none">1 Explain the nature and scope of channel management.2 Apply the concepts of supply chain and logistics management and the relationship to marketing strategy.3 Recognize what a marketing channel is and why intermediaries are needed.4 Connect the types of channel intermediaries and describe their functions and activities.5 Describe factors that marketing executives consider when selecting and managing a marketing channel.6 Critique new technology and emerging trends in the channel management function.7 Summarize the importance of coordinating channel management with other marketing activities.8 Assess the nature and scope of purchasing.9 Discuss stock- handling procedures to understand how to process incoming merchandise.10 Investigate the nature of warehousing and storing considerations.11 Describe the use of inventory control systems.12 Show procedures for determining inventory shrinkage.13 Evaluate inventory status/performance (stock turnover, gross margin, return on inventory, open to buy, etc.).14 Formulate merchandise plans (budgets).15 Investigate purchases and merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.).16 Apply the concept of Plan Reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).
Global Marketing	<ol style="list-style-type: none">1 Describe what drives the need for global marketing.2 Explain the concept of global marketing strategies.3 Identify considerations in implementing global marketing strategies.4 Identify global market segments.5 Select global target market.6 Explain the steps in developing a global marketing plan.7 Conduct global market analysis (market size, area, potential, etc.).8 Conduct global SWOT analysis for use in the marketing planning process.9 Monitor and evaluate performance of a global marketing plan.10 Determine the relationship between government and business in global marketing.11 Explain the nature of global trade.12 Identify political, economic, socio-cultural, and technological factors that affect global marketing.13 Examine the roles of international trade organizations.14 Identify the effects of global trade on retailing.15 Identify what globalization means for e-commerce.

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Information Management	<ol style="list-style-type: none">1 Describe the need for marketing information.2 Explain the nature and scope of the marketing information management function.3 Analyze the role of ethics in marketing-information management.4 Critique the use of technology in the marketing-information management function.5 Define the nature of marketing research.6 Summarize sources of primary and secondary data.7 Compare and contrast research techniques.8 Identify the marketing-research problem/issue.9 Investigate research approaches (e.g., observation, survey, experiment) appropriate to the research problem.10 Assess the relationship between the research purpose and the marketing research objectives.11 Show the nature of sampling plans (i.e., who, how many, how chosen).12 Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavior intention scales, etc.).13 Analyze the use of diaries (e.g., product, media-use, contact).14 Define the nature of qualitative research.15 Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).16 Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample designs).17 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout).18 Assess appropriateness of research methods for problem/issue.19 Select appropriate research techniques.20 Design qualitative research study.21 Interpret qualitative research findings.22 Use an integrated business software application package.23 Demonstrate collaborative/groupware applications.
Entrepreneurship	<ol style="list-style-type: none">1 Explain the importance of entrepreneurs/small business in the US and global economies.2 Recognize types/forms of business ownership.3 Explain the concept of productivity.4 Describe the characteristics and skills of entrepreneurs.5 Explain what entrepreneurs contribute to the economy.6 Determine the reasons that businesses succeed or fail.7 Compare and contrast the advantages and disadvantages of entrepreneurship.8 Summarize the purpose and importance of a business plan.9 Describe economic systems.10 Discuss current trends that provide opportunity for entrepreneurs.11 Describe types of economic resources.12 Explain the concept of accounting.13 Describe the nature of cash flow statements.14 Explain the nature of balance sheets.15 Describe the nature of income statements.16 Describe the nature of budgets.

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Marketing Communications	<ol style="list-style-type: none">1 Examine the concept and benefits of Integrated Marketing Communications.2 Explore the concepts, strategies, and systems used to obtain and convey ideas and information.3 Discuss proper etiquette for electronic communications in the workplace.4 Describe how the communication process works in promotion.5 Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions.6 Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External and Data integration and how they help to strengthen Integrated Marketing Communications.7 Examine the roles and applications of research within an Integrated Marketing Communications plan.8 Explore strategic media planning issues in Integrated Marketing Communications.9 Explain types of advertising media.10 Explain the importance of coordinating elements in advertisements.11 Examine IMC programs and activities to build, measure, and manage brand image and development.12 Analyze real world examples of a comprehensive Integrated Marketing Communications plan.13 Develop an Integrated Marketing Communications plan.