

**Marketing Career Cluster**  
**Marketing Communications Essentials**  
**Course Number 08.45200**

**Course Description:**

Marketing Communications Essentials is the third course in the Marketing Communications and Promotion Career Pathway. This course focuses on the communication aspects of the business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, direct marketing, public relations, sales promotions, and digital marketing communications. Students learn how communications affects budget considerations, marketing information decision-making and all future business opportunities.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Promotion and Professional Sales.

**Course Standard 1**

**MKT-MCE-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

**1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.**

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application

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Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

### 1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers

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Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

### 1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

### Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

## Course Standard 2

### MKT-MCE-2

**Distinguish the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.**

- 2.1 Explain legal considerations in channel management.
- 2.2 Explain the nature of channel-member relationships.
- 2.3 Differentiate between service marketing and product marketing.
- 2.4 Discuss the relationship between promotion and marketing.

## Course Standard 3

### MKT-MCE-3

**Compare and contrast the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.**

- 3.1 Explain security considerations in marketing communications.
- 3.2 Evaluate budget considerations for marketing communications plan.
- 3.3 Evaluate vendors' services including information needed to vet and qualify vendors.
- 3.4 Negotiate terms with vendors.

## Course Standard 4

### MKT-MCE-4

**Describe the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist in marketing communications decision-making in Business-to-Business (B2B), Business-to-Consumer (B2C), and Business-to-Government (B2G) markets.**

- 4.1 Discuss considerations in using mobile technology for promotional activities including comparing the capabilities of Short Message Service (SMS) with Multi-media Message Service (MMS).
- 4.2 Demonstrate effective use of audiovisual aids.
- 4.3 Mine databases for information useful in marketing communications.
- 4.4 Use analytical tracking tools.
- 4.5 Explain how to effectively incorporate video into multimedia.
- 4.6 Describe current issues/trends in marketing communications.
- 4.7 Gather brand information.
- 4.8 Conduct pre-campaign testing.
- 4.9 Monitor competitors' promotional efforts.
- 4.10 Monitor online brand and reputation.
- 4.11 Track trends (e.g., social, buying, social media, advertising agency, etc.).
- 4.12 Analyze customer behavior (e.g., media-consumption, buying, etc.).
- 4.13 Interpret qualitative research findings.

## Course Standard 5

### MKT-MCE-5

**Investigate the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist marketing information decision-making.**

- 5.1 Describe the regulation of marketing-information management.
- 5.2 Discuss the nature of marketing research problems/issues.
- 5.3 Describe methods used to design marketing research studies (e.g., descriptive, exploratory, and causal).

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- 5.4 Discuss the nature of sampling plans (e.g., who, how many, how chosen).
- 5.5 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 5.6 Explain the use of diaries (e.g., product, media-use, contact).
- 5.7 Explain the use of descriptive statistics in marketing decision-making.
- 5.8 Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design).
- 5.9 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length and layout).
- 5.10 Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.).
- 5.11 Identify methods and sources available to measure effectiveness of digital and social media.

### Course Standard 6

#### **MKT-MCE-6**

**Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.**

- 6.1 Describe the role of business ethics in pricing.
- 6.2 Explain legal considerations for pricing.
- 6.3 Explain the use of technology in the pricing function.

### Course Standard 7

#### **MKT-MCE-7**

**Formulate and apply the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.**

- 7.1 Explain business ethics in product/service management.
- 7.2 Identify consumer protection provisions of appropriate agencies.
- 7.3 Describe the use of technology in the product/service management function.
- 7.4 Describe the uses of grades and standards in marketing.
- 7.5 Describe factors used by marketers to position products/services.
- 7.6 Describe factors used by businesses to position corporate brands.
- 7.7 Describe services offered by the marketing-communications industry.
- 7.8 Generate marketing communications ideas.
- 7.9 Explain the nature of product extension in services marketing.
- 7.10 Establish credibility with Internet users.

### Course Standard 8

#### **MKT-MCE-8**

**Develop a logical argument about the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.**

- 8.1 Explain the marketing-communications development process.
- 8.2 Discuss the use of marketing/creative briefs.
- 8.3 Explain considerations in developing viral marketing campaigns.
- 8.4 Describe referral programs that can be used to build brand/promote products.
- 8.5 Explain the use of product placement.
- 8.6 Describe considerations in developing customer evangelists.
- 8.7 Repurpose content for use in multiple platforms.

- 8.8 Determine advertising reach of media.
- 8.9 Identify techniques to increase ad response time.
- 8.10 Cultivate media relationships.
- 8.11 Explain the use of advertising agencies.
- 8.12 Explain the nature of a promotional plan.
- 8.13 Coordinate activities in the promotional mix.

## Course Standard 9

### MKT-MCE-9

**Summarize 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.**

- 9.1 Explain business ethics in selling.
- 9.2 Describe the nature of selling regulations.
- 9.3 Acquire knowledge of client's products/brands.
- 9.4 Pitch a marketing communications idea to a client, including a budget and range of costs.
- 9.5 Present an advertising campaign to clients, including a budget and range of costs.
- 9.6 Provide service after the sale.

## Course Standard 10

### MKT-MCE-10

**Construct the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using public relations.**

- 10.1 Explain the nature of word-of-mouth (WOM) strategies.
- 10.2 Determine all the stakeholders that can impact a business either directly or indirectly.
- 10.3 Discuss the role of customer voice in word-of-mouth strategies.
- 10.4 Explain the nature of buzz marketing (execution of marketing techniques and the resulting goodwill).
- 10.5 Explain the use of celebrities/influencers as a word-of-mouth (WOM) strategy.
- 10.6 Explain the impact of digital techniques on public relations practices.

## Course Standard 11

### MKT-MCE-11

**Investigate and explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using digital marketing communications media.**

- 11.1 Explain the nature of online advertising (e.g., adver-gaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.).
- 11.2 Explain the nature of e-mail marketing tactics.
- 11.3 Explain the role of business websites in digital marketing.
- 11.4 Explain the use of video/images for digital marketing.
- 11.5 Discuss the use of search-engine optimization tactics for digital marketing.
- 11.6 Execute targeted emails.
- 11.7 Identify strategies for attracting targeted audience to website.
- 11.8 Implement digital marketing campaign.

## Course Standard 12

### **MKT-MCE-12**

**Differentiate the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media.**

- 12.1 Explain the use of social media for digital marketing.
- 12.2 Describe the use of blogging for marketing communications.
- 12.3 Explain the use of Really Simple Syndication (RSS) feeds.
- 12.4 Discuss the use of podcasts/webcasts.
- 12.5 Discuss the use of social bookmarking/tagging.
- 12.6 Describe mobile marketing tactics.
- 12.7 Explain mobile marketing applications.
- 12.8 Write content for use in social media.
- 12.9 Explain the nature of effective mobile ad copy.
- 12.10 Write mobile marketing content.
- 12.11 Leverage social networks for customer engagement.

## Course Standard 13

### **MKT-MCE-13**

**Summarize and apply the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media.**

- 13.1 Identify effective advertising headlines.
- 13.2 Describe the nature of effective Internet ad copy.
- 13.3 Identify different types of drawing media, including manual and digital.
- 13.4 Obtain a basic understanding of color relationships on a color wheel (primary, secondary, tertiary)
- 13.5 Recognize and explain the difference between tint, hue, shade and tone.
- 13.6 Describe digital color concepts [Red-Green-Blue (RGB), Cyan-Magenta-Yellow-Black (CMYK), etc.].
- 13.7 Explain the impact of color harmonies (complementary, analogous, and triadic color schemes) on composition.

## Course Standard 14

### **MKT-MCE-14**

**Apply the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using sales promotions.**

- 14.1 Create promotional signage.
- 14.2 Collaborate in the design of collateral materials to promote frequency/loyalty marketing program.
- 14.3 Participate in the design of collateral materials to promote a special event.
- 14.4 Set up cross-promotions.
- 14.5 Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences.
- 14.6 Participate in trade shows/expositions.
- 14.7 Explain how sales promotions are used in direct response marketing.