Marketing Career Cluster
Marketing Management
Course Number 08.44200

Course Description:
Marketing Management is the third course in the Marketing and Management pathway. Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries.

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 Career Technical Student Organization (CTSO) competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing and Entrepreneurship.

Course Standard 1

MKT-MM-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.

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Cell Phone and Internet Etiquette</th>
<th>Communicating At Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Using Blogs</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Using Social Media</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
<tr>
<td>Interacting with Co-workers</td>
<td>Making and Returning Calls</td>
<td>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
<td></td>
</tr>
<tr>
<td>Interacting with Suppliers</td>
<td>Making Cold Calls</td>
<td>Effective Nonverbal Skills</td>
<td>Developing a Listening Attitude</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handling Conference Calls</td>
<td>Effective Word Use</td>
<td>Show You Are Listening</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handling Unsolicited Calls</td>
<td>Giving and Receiving Feedback</td>
<td>Asking Questions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Obtaining Feedback</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Getting Others to Listen</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Nonverbal Communication
- Communicating Nonverbally
- Reading Body Language and mixed Messages
- Matching Verbal and Nonverbal communication
- Improving Nonverbal Indicators
- Nonverbal Feedback
- Showing Confidence Nonverbally
- Showing Assertiveness

### Written Communication
- Writing Documents
- Constructive Criticism in Writing
- Small Group Communication
- Making Speeches
- Involving the Audience
- Answering Questions

### Speaking
- Using Language Carefully
- One-on-One Conversations
- Things to Include in a Résumé
- Selling Yourself in a Résumé
- Describing Your Job Strengths
- Organizing Your Résumé

### Applications and Effective Résumés
- Completing a Job Application
- Writing a Cover Letter
- Visual and Media Aids
- Writing an Electronic Résumé
- Dressing Up Your Résumé

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

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
</tr>
<tr>
<td></td>
<td>Facilitating Discussions and Closing</td>
</tr>
<tr>
<td></td>
<td>Preparing Visual Aids</td>
</tr>
<tr>
<td></td>
<td>Virtual Meetings</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés: Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
<td></td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considers Before Taking a Job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handling Customer Complaints</td>
<td>When a Résumé Should be Used</td>
<td>Using Employment Agencies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategies for Customer Service</td>
<td></td>
<td>Landing an Internship</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Staying Motivated to Search</td>
<td></td>
</tr>
</tbody>
</table>
1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
<tr>
<td>Playing Fair</td>
<td>Showing Dependability</td>
<td>Demonstrating Your Skills</td>
<td>Appropriate Work Email</td>
<td>Dealing with Difficult Customers</td>
</tr>
<tr>
<td>Using Ethical Language</td>
<td>Being Courteous</td>
<td>Building Work Relationships</td>
<td>Cell Phone Etiquette</td>
<td></td>
</tr>
<tr>
<td>Showing Responsibility</td>
<td>Gaining Coworkers’ Trust</td>
<td></td>
<td>Appropriate Work Texting</td>
<td></td>
</tr>
<tr>
<td>Reducing Harassment</td>
<td>Persevering</td>
<td></td>
<td>Understanding Copyright</td>
<td></td>
</tr>
<tr>
<td>Respecting Diversity</td>
<td>Handling Criticism</td>
<td></td>
<td>Social Networking</td>
<td></td>
</tr>
<tr>
<td>Making Truthfulness a Habit</td>
<td>Showing Professionalism</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaving a Job Ethically</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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

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

<table>
<thead>
<tr>
<th>On-the-Job Etiquette</th>
<th>Person-to-Person Etiquette</th>
<th>Communication Etiquette</th>
<th>Presenting Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Professional Manners</td>
<td>Meeting Business Acquaintances</td>
<td>Creating a Good Impression</td>
<td>Looking Professional</td>
</tr>
<tr>
<td>Introducing People</td>
<td>Meeting People for the First Time</td>
<td>Keeping Phone Calls Professional</td>
<td>Dressing for Success</td>
</tr>
<tr>
<td>Appropriate Dress</td>
<td>Showing Politeness</td>
<td>Proper Use of Work Email</td>
<td>Showing a Professional Attitude</td>
</tr>
<tr>
<td>Business Meal Functions</td>
<td></td>
<td>Proper Use of Cell Phone</td>
<td>Using Good Posture</td>
</tr>
<tr>
<td>Behavior at Work Parties</td>
<td></td>
<td>Proper Use in Texting</td>
<td>Presenting Yourself to Associates</td>
</tr>
<tr>
<td>Behavior at Conventions</td>
<td></td>
<td></td>
<td>Accepting Criticism</td>
</tr>
</tbody>
</table>
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. Additional Common Core ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.

Course Standard 2
MKT-MM-2
Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.
   2.1 Discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.
   2.2 Prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, sales report, or in the community as a team project.
   2.3 Define methods of telecommunications that may be used to conduct business with customers and vendors.

Course Standard 3
MKT-MM-3
Examine marketing activities and related legal considerations to facilitate business development and growth.
   3.1 Defend the importance of market identification and segmentation to the success of the marketing business.
   3.2 Define the organizational structure of marketing [i.e. Business-to-Business (B2B) and Business-to-Consumer (B2C)].
   3.3 Analyze the components of a marketing plan.
   3.4 Analyze current trends in marketing.
   3.5 Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.
   3.6 Determine the impact of environmental protection laws on marketing.
   3.7 Determine unfair business practices.
   3.8 Analyze the impact of employee theft.
   3.9 Identify consumer protection provisions of appropriate agencies.
   3.10 Describe the nature of managerial control (control process, types of control, what is controlled).

Course Standard 4
MKT-MM-4
Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.
   4.1 Explain the nature of business ethics.
   4.2 Determine the impact of business cycles on business activities.
   4.3 Relate business risks to marketing functions.
4.4 Explain how businesses deal with various types of risk.
4.5 Describe the concept of insurance.
4.6 Compare/contrast buyers’ and sellers’ markets.

### Course Standard 5

**MKT-MM-5**

Evaluate financial systems to enhance their impact on business and marketing operations and decisions.

- 5.1 Discuss the role of ethics in finance.
- 5.2 Explain legal considerations for finance.
- 5.3 Critique rationales for finance and credit policies.
- 5.4 Compare credit options available to businesses.
- 5.5 Analyze profit standards for industries.
- 5.6 Describe the nature of budgets.

### Course Standard 6

**MKT-MM-6**

Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.

- 6.1 Describe the regulation of marketing information management.
- 6.2 Discuss the nature of marketing research problems/issues.
- 6.3 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and casual).
- 6.4 Discuss the nature of sampling plans (i.e., who, how many, how chosen).
- 6.5 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 6.6 Explain the use of diaries (e.g., product, media-use, and contact), descriptive statistics, and marketing research briefs.
- 6.7 Explain the use of descriptive statistics in marketing decision making.
- 6.8 Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).
- 6.9 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, and layout).
- 6.10 Assess appropriateness of research methods for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) and compare the advantages and disadvantages of various research approaches including ethnographic research.
- 6.11 Analyze the nature of sales forecasts.
- 6.12 Evaluate the elements of test marketing and the use of findings.
- 6.13 Analyze data for the existence of statistical patterns and interpret the statistical findings.
- 6.14 Explain the role of ethics in information management including privacy protection.
- 6.15 Explain legal issues associated with information management.

### Course Standard 7

**MKT-MM-7**

Apply pricing strategies to maximize return and meet customers’ perceptions of value.

- 7.1 Identify the psychological effects of pricing.
- 7.2 Analyze factors affecting the selling price.
- 7.3 Determine markups, markdowns, and break-even points.
7.4 Describe the role of business ethics in pricing.
7.5 Explain legal considerations for pricing in a competitive environment.

**Course Standard 8**

**MKT-MM-8**
Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

8.1 Explain business ethics in product/service management.
8.2 Identify customer protection provisions of appropriate agencies.
8.3 Determine factors that affect product/service planning strategies.
8.4 Evaluate product mix strategies.
8.5 Analyze the phases of the product life cycle.
8.6 Analyze the factors affecting product/service planning.
8.7 Describe production activities.
8.8 Explain the nature of purchasing for resale.
8.9 Determine what goods and/or services to buy and when to buy.
8.10 Determine open-to-buy in the buying process.
8.11 Outline the steps in a buying plan.
8.12 Describe key aspects utilized when selecting vendors.

**Course Standard 9**

**MKT-MM-9**
Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.

9.1 Discuss buying motives as the basis for sales presentations.
9.2 Explain key factors in building a clientele.
9.3 Explain the uses of a prospect list.
9.4 Describe techniques used to probe for information in a sales presentation. [e.g. Situation, Problem, Implication, Need (SPIN) selling].
9.5 Describe appropriate follow-up techniques.
9.6 Explain sales quotas.
9.7 Explain the principles of territory management.
9.8 Examine the motivational aspects of sales contests.
9.9 Explain business ethics in selling.
9.10 Describe the nature of selling regulations.
9.11 Demonstrate sales techniques.

**Course Standard 10**

**MKT-MM-10**
Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.

10.1 Examine the concept of promotional mix.
10.2 Compare the benefits of various types of promotional media, including direct marketing, telemarketing, and social media.
10.3 Evaluate media costs.
10.4 Describe the use of business ethics in promotion.
10.5 Describe the regulation of promotion.
### Course Standard 11

**MKT-MM-11**

**Explain distribution knowledge and skills to manage supply-chain activities.**

- 11.1 Explain the legal considerations in channel management.
- 11.2 Describe the ethical considerations in channel management.
- 11.3 Analyze the nature of channel-member relationships.
- 11.4 Compare and contrast common shipping methods.
- 11.5 Identify and contrast various types of wholesale buying practices.
- 11.6 Explain the impact of global outsourcing.

### Course Standard 12

**MKT-MM-12**

**Understand the marketing concepts as they relate to international trade.**

- 12.1 Discuss the global environment in which businesses operate.
- 12.2 Determine the effects of culture and linguistics (translation) on international communication.
- 12.3 Discuss the impact of cultural and social environments on global trade.
- 12.4 Explain how international trade affects the economic interdependence of nations.
- 12.5 Analyze international trading trends in marketing.
- 12.6 Analyze import and export laws in relation to buying and selling products in an international market.
- 12.7 Describe the determinants of exchange rates and their effects on the domestic economy.