

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

Course Description:

Integrated Marketing Communications 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, selling, 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.

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 Digital Marketing.

Course Standard 1

MKT-IMC-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-IMC-2

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

- 2.1 Explain business ethics in product/service management.
- 2.2 Identify consumer protection provisions of appropriate agencies.
- 2.3 Describe the use of technology in the product/service management function.
- 2.4 Describe services offered by the marketing-communications industry.
- 2.5 Generate marketing communications ideas.
- 2.6 Explain the nature of product extension in services marketing.
- 2.7 Recommend product offerings based on current trends.

Course Standard 3

MKT-IMC-3

Distinguish the tools, techniques, and systems that businesses use to analyze the effectiveness of marketing communications.

- 3.1 Describe current issues and trends in marketing communications.
- 3.2 Obtain a basic understanding of analytics.
- 3.3 Recognize social media analytics and navigate the tools available.
- 3.4 Identify which metrics are important to track for social media marketing.
- 3.5 Describe what is comprised in a social media analytics plan.
- 3.6 Explain the importance and the steps of a social media audit.
- 3.7 Conduct a social media audit.

Course Standard 4

MKT-IMC-4

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

- 4.1 Explain the marketing communications development process.
- 4.2 Explain the use of product placement in media.
- 4.3 Repurpose content for use in multiple platforms.
- 4.4 Identify benefits of diversifying media.
- 4.5 Identify techniques to increase ad response time.
- 4.6 Explain reach and frequency and the concept of impression-based marketing.
- 4.7 Discuss the concepts of social engagement.
- 4.8 Describe referral programs that can be used to build brands and promote products.
- 4.9 Describe considerations in developing brand ambassadors.

Course Standard 5

MKT-IMC-5

Create and implement a fully integrated marketing campaign

- 5.1 Conduct a SWOT Analysis of a business to prepare for an integrated marketing campaign (IMC).
- 5.2 Describe the importance of integrated marketing communications.
- 5.3 Compose objectives for an integrated marketing campaign (IMC).
- 5.4 Integrate and plan marketing communications efforts.
- 5.5 Evaluate budget considerations for a marketing communications plan.
- 5.6 Identify the key performance indicators (KPI) and explain how to monitor an IMC.

Course Standard 6

MKT-IMC-6

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

- 6.1 Discuss the nature and types of sampling plans (e.g., who, how many, how chosen).
- 6.2 Compare and contrast different types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 6.3 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length and layout).
- 6.4 Conduct a market analysis (market size, area, potential, etc.).
- 6.5 Develop and administer a market research survey.
- 6.6 Analyze and present the results of a market research survey.
- 6.7 Monitor competitor's promotional efforts.
- 6.8 Track and list current trends in industry.

Course Standard 7

MKT-IMC-7

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

- 7.1 Describe the role of business ethics in pricing.
- 7.2 Discuss the role of various pricing strategies for promotions.
- 7.3 Research competitor's pricing.
- 7.4 Explain the use of technology in the pricing function.
- 7.5 Develop pricing models for products offered.
- 7.6 Determine profit margins.

Course Standard 8

MKT-IMC-8

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.

- 8.1 Acquire knowledge of a potential client's products and brands.
- 8.2 Determine needs and wants of a client for a promotional campaign.
- 8.3 Calculate a budget and range of costs for a promotional campaign.
- 8.4 Develop a formal presentation of a promotion campaign for a business client.
- 8.5 Utilize persuasion tactics to promote ideas for marketing communications.
- 8.6 Present a marketing communications plan to a client.
- 8.7 Demonstrate use of audiovisual aides.

Course Standard 9

MKT-IMC-9

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.

- 9.1 Compare and contrast various platforms for digital marketing.

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- 9.2 Identify methods and sources available to measure effectiveness of digital marketing and social media.
- 9.3 Discuss considerations in using mobile technology for promotional activities including comparing the capabilities of Short Message Service (SMS) with Multi-media Message Service (MMS).
- 9.4 Describe the use of blogging for marketing communications.
- 9.5 Explain the use of Really Simple Syndication (RSS) feeds.
- 9.6 Describe mobile marketing tactics (i.e. geo-fencing)
- 9.7 Develop content for use in social media including formatting and placement sizing.
- 9.8 Explain how to effectively incorporate video into multimedia.
- 9.9 Explain considerations in developing viral marketing campaigns.
- 9.10 Identify strategies for attracting targeted audience to website.
- 9.11 Identify ways to provide value to an audience on social media.
- 9.12 Identify organic engagement tactics to build relationships with an audience on social media.
- 9.13 Utilize a creative brief to plan content for social media posts.
- 9.14 Develop a content calendar to strategize and plan for consistency in a campaign.
- 9.15 Implement a digital marketing campaign.

Course Standard 10

MKT-IMC-10

Identify and interpret the importance of selling to the economy.

- 10.1 Explain how selling is an integral part of every major industry.
- 10.2 Distinguish between wholesale, retail, and professional sales (e.g., business to business selling, use of agents, use of manufacturing representatives, etc.).
- 10.3 Discuss traits of a successful salesperson.
- 10.4 Explore methods of incentives and compensation.
- 10.5 Explain the nature of sales forecasts.
- 10.6 Describe the use of technology, ecommerce, and digital marketing in the selling function.
- 10.7 Explain the amount of time required to sell a product (e.g., sales cycles).
- 10.8 Examine the increased importance of ecommerce.

Course Standard 11

MKT-IMC-11

Explain how consumer behavior affects promotion and marketing communications.

- 11.1 Describe and provide examples of the consumer motivation process.
- 11.2 Explain types of consumer buying behaviors.
- 11.3 Identify influences on consumer buying behavior.
- 11.4 Examine applied advertising appeals.
- 11.5 Evaluate how social media and other technologies have impacted communications and consumer behaviors.
- 11.6 Explain the role of the conversion funnel in marketing.
- 11.7 Examine how digital promotions and mobile apps affect consumer behaviors.
- 11.8 Discuss how geofencing influences target marketing and consumer behavior.

Course Standard 12

MKT-IMC-12

Analyze and apply the steps needed for an effective sales presentation.

- 12.1 Obtain customer and product knowledge needed for an effective presentation.
- 12.2 Incorporate prospecting techniques to develop a customer base.
- 12.3 Develop cold-calling skills to initiate customer contact.
- 12.4 Develop questioning techniques to identify customer needs and wants.
- 12.5 Identify and resolve customer questions and objections.
- 12.6 Demonstrate methods for closing the sale.
- 12.7 Articulate the importance associated with suggestive selling techniques.
- 12.8 Use feature-benefit selling for an effective sales presentation.
- 12.9 Utilize appropriate techniques when opening a sales presentation.
- 12.10 Explain ways to create effective virtual sales presentations.

Course Standard 13

MKT-IMC-13

Describe the importance of utilizing follow-up techniques after the sale has been completed.

- 13.1 Describe the importance of utilizing personal notes concerning sales follow-up.
- 13.2 Demonstrate an appropriate follow-up phone call.
- 13.3 Articulate the importance of obtaining positive customer referrals for future sales.
- 13.4 Identify voice of the customer (VOC) regarding sales process.
- 13.5 Illustrate ways to follow-up a virtual purchase.
- 13.6 Describe Customer Relationship Management (CRM) including loyalty and retention marketing.

Course Standard 14

MKT-IMC-14

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

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

Course Standard 15

MKT-IMC-15

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.

- 15.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of DECA.

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- 15.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth and development.
- 15.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 15.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.