Marketing, Sales and Service

Pathway: Marketing Communications and Promotion

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPD01.01	Professional Development	#5: Principles of Marketing Communications #6: Principles of Sales and Promotion #7: Promotional Planning	Assess marketing communication and promotion career information to enhance opportunities for career success.	Analyze marketing communication and promotion careers to determine careers of interest.	Identify career opportunities in marketing communication and promotion.
					Investigate the role and responsibilities of marketing communication and promotion employees.
					Recognize factors that affect the scope of responsibilities of marketing communication and promotion employees.
					Ascertain educational requirements for marketing communication and promotion careers.
					Determine income ranges associated with marketing communication and promotion careers.
					Assess working conditions associated with marketing communication and promotion careers.
					Determine perquisites (perks) associated with marketing communication and promotion careers.
					Describe the lifestyles of marketing communication and promotion employees.
					Identify career paths in marketing communication and promotion careers.
					Describe traits important to marketing communication and promotion success.
					Assess the services provided by professional organizations in marketing communication and promotion.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Compare individual's abilities, interests, and attitudes with those associated with marketing communication and promotion success to determine the match between the two.	Analyze desired lifestyle and that associated with marketing communication and promotion careers.
					Discern between desired benefits and those associated with marketing communication and promotion careers.
					Contrast personal characteristics with those associated with marketing communication and promotion success.
					Examine similarities and differences between personal educational goals and educational requirements for marketing communication and promotion careers.
MKPD02.01	Communication and Interpersonal Skills	#5: Principles of Marketing Communications	Employ communication and interpersonal skills to facilitate interactions with others.	Communicate with staff to clarify workplace objectives and maximize workflow.	Participate in meetings and problem-solving groups.
					Resolve complaints.
				Communicate and apply interpersonal skills to manage marketing communication and promotion activities.	Apply ethics to online communication.
					Employ communication and interpersonal skills appropriate to the culture and audience.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPD03.01	Business Administration	#7: Promotional Planning	Acquire foundational knowledge of marketing communication and promotion to understand its scope and impact on business.	Investigate the marketing communication and promotion industry to understand its background.	Describe the advertising industry.
					Identify types of advertising agencies.
					Explain departmental divisions of advertising agencies.
					Identify reasons for changes occurring in marketing communication and promotion.
					Recognize types of marketing communication and promotion activities.
					Identify factors affecting the development and growth of the advertising industry.
					Explain the economic and social effects of advertising.
					Analyze the impact of technology on marketing communication and promotion.
					Recognize the effects of international trade on marketing communication and promotion.
					Identify issues and trends in marketing communication and promotion.
					Determine types of technology needed by agency/ business.
					Determine the impact of the Internet on marketing.
					Identify issues and trends in e-commerce.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.	Identify factors to consider when placing orders/reorders.
					Describe the use of smart cards in placing orders/reorders.
					Calculate amount of order/reorder.
					Write purchase orders.
MKPD03.02	Business Administration	#4: Advanced Business Technology Applications #9: Integrated Marketing Communications	Apply technological tools in the workplace to expedite work flow and to prepare professional-looking materials.	Demonstrate basic desktop publishing functions to prepare promotional materials.	Identify examples of desktop publishing programs.
					Recognize the capabilities of desktop publishing programs.
					Determine the benefits of using desktop publishing software.
					Employ elements of design in desktop publishing (i.e., lines, shapes, mass, texture, and color).
					Apply principles of design when using desktop publishing (i.e., balance, proximity, alignment, repetition, contrast, and white space).
					Identify considerations in selecting fonts/typefaces for use in documents.
					Recognize the importance of desktop publishing planning.
					Select grids to use in desktop publishing.
					Scan images.
					Wrap text around images.
					Add color to document/image.
					Employ repurposing tools.
					Edit photographs.
					Manipulate graphics to achieve desired image.
					Arrange text and graphics on page.
					Overlap graphics and text elements.
					Add frame/box/border to a text document.
					Prepare documents using desktop publishing program.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Integrate software applications to prepare professional-looking materials.	Identify situations in which integration of software applications is appropriate.
					Move and copy information between applications.
					Embed information in applications.
					Link objects between applications.
					Prepare documents that require software applications integration.
				Recognize tools used in web site creation to understand their capabilities.	Recognize capabilities of web site creation tools.
					Explain typography used in web site creation.
					Identify graphics options for web site creation.
					Describe navigation tools/requirements in web site creation.
					Determine features/benefits of shopping carts.
					Explain reasons and considerations in using hyperlinks and buttons on web pages.
					Recognize the use of drop down menus.
					Describe the use of site templates to facilitate page creation.
					Determine the purpose of text editors.
					Identify software applications that can be used to create mock-ups of web pages.
					Compare and contrast the capabilities of software applications in web page creation.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPD03.03	Business Administration	#7: Promotional Planning	Implement business ethics, regulations, and safeguards to protect the business and to create trust.	Apply ethics and regulations to protect an agency/business.	Implement managerial ethics.
					Identify legal considerations in e-commerce.
				Plan and implement security measures to minimize loss and to create trust.	Maintain data security.
					Develop strategies to protect digital data.
					Identify strategies for protecting business's web site.
					Identify strategies for protecting online customer transactions.
MKPD03.04	Business Administration	#7: Promotional Planning	Use organizing, leading, and planning to manage marketing communication and promotion activities.	Organize work efforts and staff to enhance work flow.	Coordinate efforts of multifunctional teams.
					Coordinate activities with other departments.
				Lead staff to improve their job performance.	Recognize management's role in the achievement of quality.
					Mentor/coach staff members.
				Plan and implement activities and strategies to guide staff.	Identify factors that affect planning.
					Implement tactics to accomplish strategies.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPD04.01	Marketing Communication and Promotion Activities	#9: Integrated Marketing Communications	Manage marketing communication and promotion activities to facilitate business's development and growth and to contribute to customer satisfaction.	Acquire foundational knowledge of marketing communication and promotion activities to gain an understanding of their nature and scope.	Explain the nature and scope of marketing communication and promotion in the advertising industry.
					Identify factors affecting international marketing communication and promotion.
				Advertise to communicate with targeted audiences.	Describe the use of color in advertisements.
					Develop advertising headlines.
					Select illustrations for advertisements.
					Determine copy strategies.
					Select type style and font for advertisements.
					Create advertising layouts.
					Prepare advertisements.
					Check advertising proofs.
					Write direct-mail letters.
					Compare and contrast online advertisements with traditional advertisements.
					Explain e-mail marketing.
					Write content to use on the Internet.
					Explain e-mail marketing.
					Execute targeted e-mails.
					Select strategies for online advertising.
					Develop direct advertising strategies.
					Conceptualize web site design/components.
					Pre-test advertising.
					Measure media audience.
					Select advertising media.
					Select placement of advertisements.
					Buy advertising time/space.
					Schedule media.
					Conduct advertising tracking studies.
					Evaluate effectiveness of advertising.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Conduct publicity and public relations to create goodwill and to remind others about business activities.	Obtain publicity.
					Coordinate news releases.
					Analyze costs/benefits of company participation in community activities.
					Create interactive public relations.
					Develop a public relations plan.
				Employ sales promotion activities to inform or remind others.	Recognize the use of slogans in sales promotion.
					Create promotional signs.
					Design company brochures.
					Develop sales packets for clients.
					Design catalogs.
					Design frequency marketing program.
					Analyze use of specialty promotions.
					Create online sales promotions.
					Develop a sales promotion plan.
				Manage promotional activities and staff to expedite work, to coordinate activities, and to maximize the value of marketing communication and promotion.	Select techniques for promoting web sites.
					Use past advertisements to aid in promotional planning.
					Select techniques to improve online response rates.
					Predict and control promotional expenditures.
					Prepare promotional budgets.
					Employ a computerized promotional budget system.
					Develop an advertising campaign.
					Develop promotional plan for a business.
					Incorporate e-commerce considerations into promotional plan.
					Select strategies for delivering promotional materials to clients.
					Determine effectiveness of promotional efforts.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPD05.01	Marketing Functions	#11: Media Buying and Planning	Manage marketing activities to facilitate business development and growth.	Utilize distribution knowledge and skill to manage supply-chain activities.	Interpret channel strategies.
					Select channels of distribution.
					Evaluate channel members.
				Employ financial knowledge and skill to make business decisions.	Identify strategies for electronic payment.
					Explain the importance of business credit.
					Identify risks associated with obtaining business credit.
					Recognize sources of business financing.
					Explain loan evaluation criteria used by lending institutions.
					Determine financing needed for business operations.
					Complete loan application package.
				Manage marketing information to make business decisions.	Recognize privacy issues in e-commerce.
					Identify data available through online tracking methods.
					Use web site tracking methods for decision making.
					Employ online marketing research tools/techniques to collect primary and secondary data.
					Maintain customer database.
					Recognize the value of data mining in marketing communication and promotion.
					Use results of data mining to make marketing decisions.
					Develop customer/client profile.
					Assess trading areas.
					Identify factors to consider when selecting a business site.
					Conduct location feasibility study.
					Implement target marketing for marketing communication and promotion activities.
					Identify online target market.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Manage pricing strategies to maximize return and meet customers' perceptions of value.	Identify factors affecting marketing communication and promotion services prices.
					Set prices for marketing communications and promotion services.
				Manage product/service management activities to assist in obtaining, developing, maintaining, and improving a product/service mix that responds to market opportunities.	Describe marketing communication and promotion services.
					Maintain/update web site.
					Identify customization strategies for e-commerce activities.
					Evaluate effectiveness of advertising services.
					Select personalization strategies for e-commerce activities.
					Optimize business's web-site placement with major search engines and directories.
					Use the Internet to build brand equity.
					Identify customer service issues in e-commerce.
					Develop strategies to position product/business.
					Evaluate e-customer experience.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.	Identify unique aspects of Internet sales.
					Recognize the nature of customer support for online sales.
					Determine strategies for online customer support.
					Explain the use of brand names in selling.
					Distinguish between online consumer and organizational buying behavior.
					Develop a plan for online suggestion selling.
					Train sales staff in use of the Internet.
					Analyze technology for use in the sales function.
					Develop plan for selling online.

Additional Recommended
CTE/Degree Major Courses:

#3: Marketing

#8: Principles of Marketing Research

#10: Consumer Behavior

#12: International Marketing

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved