

Marketing

Utilize information-technology tools to manage and perform marketing-communications responsibilities. MKCO.06.01

6.01 Utilize information-technology tools to manage and perform marketing-communications responsibilities. MKCO.06.01

Explain ways that technology impacts marketing communications (SP). MKCO.06.01.A

6.01.a Explain ways that technology impacts marketing communications (SP). MKCO.06.01.A

Describe considerations in using databases in marketing communications (SP). MKCO.06.01.G

06.01.g Describe considerations in using databases in marketing communications (SP). MKCO.06.01.G

Maintain databases of information for marketing communications (SP). MKCO.06.01.H

06.01.h Maintain databases of information for marketing communications (SP). MKCO.06.01.H

Mine databases for information useful in marketing communications (SP). MKCO.06.01.I

06.01.i Mine databases for information useful in marketing communications (SP). MKCO.06.01.I

Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. MKCO.07

07 Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. MKCO.07

Understand the relationship between marketing and marketing communications to show command of their nature and scope. MKCO.07.01

07.01 Understand the relationship between marketing and marketing communications to show command of their nature and scope. MKCO.07.01

Differentiate between service marketing and product marketing. (CS). MKCO.07.01.A

07.01.a Differentiate between service marketing and product marketing. (CS). MKCO.07.01.A

Discuss the relationship between promotion and marketing. (CS). MKCO.07.01.B

07.01.b Discuss the relationship between promotion and marketing. (CS). MKCO.07.01.B

Explain security considerations in marketing communications. (CS). MKCO.08.01.A

08.01.a Explain security considerations in marketing communications. (CS). MKCO.08.01.A

Implement organizational skills in marketing communications to improve efficiency and workflow. MKCO.08.02

08.02 Implement organizational skills in marketing communications to improve efficiency and workflow. MKCO.08.02

Develop schedule for marketing communications assignment. (SP). MKCO.08.02.A

08.02.a Develop schedule for marketing communications assignment. (SP). MKCO.08.02.A

Develop action plan to carry out marketing communications assignment. (MN). MKCO.08.02.B

08.02.b Develop action plan to carry out marketing communications assignment. (MN). MKCO.08.02.B

Analyze vendor performance to choose vendors providing the best service materials

08.03 Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications. MKCO.08.03

for use in marketing communications. MKCO.08.03

Apply techniques to monitor production of marketing communications materials. MKCO.08.04

08.04 Apply techniques to monitor production of marketing communications materials. MKCO.08.04

Monitor production of marketing communications materials. (MN). MKCO.08.04.A

08.04.a Monitor production of marketing communications materials. (MN). MKCO.08.04.A

Acquire information about the marketing communications industry to aid in making career choices. MKCO.09.01

09.01 Acquire information about the marketing communications industry to aid in making career choices. MKCO.09.01

Describe traits important to the success of employees in marketing communications. (CS). MKCO.09.01.A

09.01.a Describe traits important to the success of employees in marketing communications. (CS). MKCO.09.01.A

Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). (SP). MKCO.09.01.B

09.01.b Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). (SP). MKCO.09.01.B

Explain factors affecting the growth and development of the marketing communications industry. (SP). MKCO.09.01.C

09.01.c Explain factors affecting the growth and development of the marketing communications industry. (SP). MKCO.09.01.C

Discuss the economic and social effects of marketing communications.
(SP). MKCO.09.01.D

09.01.d Discuss the economic and social effects of marketing communications.
(SP). MKCO.09.01.D

Analyze marketing communications careers to determine careers of interest.
(SP). MKCO.09.01.E

09.01.e Analyze marketing communications careers to determine careers of interest. (SP). MKCO.09.01.E

Utilize career-advancement activities to enhance professional development in marketing communications. MKCO.09.02

09.02 Utilize career-advancement activities to enhance professional development in marketing communications. MKCO.09.02

Conduct self-assessment of marketing-communications skill set. (SP). MKCO.09.02.A

09.02.a Conduct self-assessment of marketing-communications skill set.
(SP). MKCO.09.02.A

Identify requirements for professional certifications in marketing communications.
(SP). MKCO.09.02.B

09.02.b Identify requirements for professional certifications in marketing communications. (SP). MKCO.09.02.B

Assess the services of professional organizations in marketing communications.
(SP). MKCO.10

10 Assess the services of professional organizations in marketing communications.
(SP). MKCO.10

Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts. MKCO.10.01

10.01 Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts. MKCO.10.01

Design qualitative marketing-research

10.02 Design qualitative marketing-research study to ensure appropriateness of data-collection efforts. MKCO.10.02

study to ensure appropriateness of data-collection efforts. MKCO.10.02

Develop discussion guide for a qualitative marketing-research study. (MN). MKCO.10.02.B

10.02.b Develop discussion guide for a qualitative marketing-research study. (MN). MKCO.10.02.B

Develop screener for a qualitative marketing-research study. (MN). MKCO.10.02.C

.10.02.c Develop screener for a qualitative marketing-research study. (MN). MKCO.10.02.C

Determine sample for a qualitative marketing-research study. MKCO.10.03

10.03 Determine sample for a qualitative marketing-research study. MKCO.10.03

Process marketing information to test hypotheses and/or to resolve issues. MKCO.10.04

10.04 Process marketing information to test hypotheses and/or to resolve issues. MKCO.10.04

Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKCO.11

11 Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKCO.11

Employ marketing information to plan marketing activities. MKCO.11.01

11.01 Employ marketing information to plan marketing activities. MKCO.11.01

Identify ways to segment markets for marketing communications. (SP). MKCO.11.01.A

11.01.a Identify ways to segment markets for marketing communications. (SP). MKCO.11.01.A

Describe the nature of target marketing in marketing communications.
(SP). MKCO.11.01.B

11.01.b Describe the nature of target marketing in marketing communications.
(SP). MKCO.11.01.B

Describe current issues/trends in marketing communications.
(SP). MKCO.11.01.C

11.01.c Describe current issues/trends in marketing communications.
(SP). MKCO.11.01.C

Employ pricing strategies to set prices for marketing communications services. MKCO.12.01

12.01 Employ pricing strategies to set prices for marketing communications services. MKCO.12.01

Explain pricing practices used in marketing communications.
(MN). MKCO.12.01.A

12.01.a Explain pricing practices used in marketing communications.
(MN). MKCO.12.01.A

Set price objectives for marketing communications services.
(MN). MKCO.12.01.D

12.01.d Set price objectives for marketing communications services.
(MN). MKCO.12.01.D

Set price of marketing communications services.
(MN). MKCO.12.01.H

12.01.h Set price of marketing communications services. (MN). MKCO.12.01.H

Explain the concept of “product” in marketing communications.
(SP). MKCO.13.01.A

13.01.a Explain the concept of “product” in marketing communications.
(SP). MKCO.13.01.A

Describe services offered by the marketing-communications industry.
(SP). MKCO.13.01.B

13.01.b Describe services offered by the marketing-communications industry.
(SP). MKCO.13.01.B

Generate marketing-communications ideas to contribute to ongoing marketing communications success. MKCO.13.02

13.02 Generate marketing-communications ideas to contribute to ongoing marketing communications success. MKCO.13.02

Generate marketing communications ideas. (SP). MKCO.13.02.A

13.02.a Generate marketing communications ideas. (SP). MKCO.13.02.A

Screen marketing communications ideas. (MN). MKCO.13.02.B

13.02.b Screen marketing communications ideas. (MN). MKCO.13.02.B

Explain the nature of product extension in services marketing. (SP). MKCO.13.03.A

13.03.a Explain the nature of product extension in services marketing. (SP). MKCO.13.03.A

Identify product extensions that can be used in marketing communications. (MN). MKCO.13.03.B

13.03.b Identify product extensions that can be used in marketing communications. (MN). MKCO.13.03.B

Evaluate effectiveness of marketing-communications services. (MN). MKCO.13.04.B

13.04.b Evaluate effectiveness of marketing-communications services. (MN). MKCO.13.04.B

Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions. MKCO.13.05

13.05 Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions. MKCO.13.05

Explain the marketing-communications development process. PWR2.8.a (SP). MKCO.14.02.D

14.02.d Explain the marketing-communications development process. PWR2.8.a (SP). MKCO.14.02.D

Develop viral marketing strategies. (MN). MKCO.14.02.E

14.02.e Develop viral marketing strategies. (MN). MKCO.14.02.E

Understand the use of direct marketing to attract attention and to build brand. MKCO.14.03.A

14.03.a Understand the use of direct marketing to attract attention and to build brand. MKCO.14.03.A

Explain the role of media in delivering direct marketing messages. (SP). MKCO.14.03.B

14.03.b Explain the role of media in delivering direct marketing messages. (SP). MKCO.14.03.B

Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight. MKCO.14.04

14.04 Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight. MKCO.14.04

Explain the nature of e-mail marketing strategies. (SP). MKCO.14.05.B

14.05.b Explain the nature of e-mail marketing strategies. (SP). MKCO.14.05.B

Discuss the nature of effective direct-marketing copy. (SP). MKCO.14.06.C

14.06.c Discuss the nature of effective direct-marketing copy. (SP). MKCO.14.06.C

Evaluate direct-marketing copy. (MN). MKCO.14.06.F

14.06.f Evaluate direct-marketing copy. (MN). MKCO.14.06.F

Assess advertisements to ensure achievement of marketing communications goals/objectives. MKCO.14.08

14.08 Assess advertisements to ensure achievement of marketing communications goals/objectives. MKCO.14.08

Assess collateral pieces for direct marketing (MN). MKCO.14.08.C

14.08.c Assess collateral pieces for direct marketing (MN). MKCO.14.08.C

Manage media planning and placement to

14.10 Manage media planning and placement to enhance return on marketing investment. MKCO.14.10

enhance return on marketing investment. MKCO.14.10

Develop and execute an advertising campaign to achieve marketing-communications objectives. MKCO.14.11

14.11 Develop and execute an advertising campaign to achieve marketing-communications objectives. MKCO.14.11

Leverage media buys to maximize marketing investment. MKCO.14.12

14.12 Leverage media buys to maximize marketing investment. MKCO.14.12

Evaluate effectiveness of advertising strategies to determine return on marketing investment. MKCO.14.13

14.13 Evaluate effectiveness of advertising strategies to determine return on marketing investment. MKCO.14.13

Evaluate digital marketing efforts. (MN). MKCO.14.13.C

14.13.c Evaluate digital marketing efforts. (MN). MKCO.14.13.C

Analyze costs/benefits of direct marketing. (MN). MKCO.14.13.D

14.13.d Analyze costs/benefits of direct marketing. (MN). MKCO.14.13.D

Assess direct-marketing strategy. (MN). MKCO.14.13.E

14.13.e Assess direct-marketing strategy. (MN). MKCO.14.13.E

Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKCO.14.16.D

14.16.d Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKCO.14.16.D

Explain considerations in designing a frequency/loyalty marketing program. (MN). MKCO.14.16.E

14.16.e Explain considerations in designing a frequency/loyalty marketing program. (MN). MKCO.14.16.E

Develop frequency/loyalty

14.16.f Develop frequency/loyalty marketing strategy. (MN). MKCO.14.16.F

marketing strategy.
(MN). MKCO.14.16.F

Develop marketing/creative briefs to apprise staff and client of promotional strategy. MKCO.14.17.A

14.17.a Develop marketing/creative briefs to apprise staff and client of promotional strategy. MKCO.14.17.A

Prepare marketing/creative briefs.
(MN). MKCO.14.17.B

14.17.b Prepare marketing/creative briefs. (MN). MKCO.14.17.B

Develop frequency/loyalty marketing strategy.
(MN). MKCO.14.18.F

14.18.f Develop frequency/loyalty marketing strategy. (MN). MKCO.14.18.F

Work with advertising agency to create marketing communications. MKCO.14.19

14.19 Work with advertising agency to create marketing communications. MKCO.14.19

Pitch marketing communications idea to client.
(SP). MKCO.15.02.A

15.02.a Pitch marketing communications idea to client. (SP). MKCO.15.02.A

Explain the nature of buzz-marketing.
(SP) MKCO.15.02.C

15.02.c Explain the nature of buzz-marketing. (SP) MKCO.15.02.C

Maintain marketing information to facilitate merchandising activities. MKME.03.02

03.02 Maintain marketing information to facilitate merchandising activities. MKME.03.02

Marketing: Understands the tools, techniques, and systems MKME.04

04 Marketing: Understands the tools, techniques, and systems MKME.04