

Curriculum Crosswalk

Marketing 2006

**Course to:
2008 National Marketing Education Standards
Marketing Career Cluster
LAP Instructional Support Materials**

Produced by:

MBA *Research*

and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

| Comp # Obj # | Unit Titles/Competency and Objective Statements (The Learner will be able to:) | MBA Research LAPs | 2008 National Marketing Standards Performance Indicators Marketing Career Performance Indicators |
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| A | MARKETING AND THE ECONOMY | | |
| MA01.00 | Understand the components of the Marketing course. | | |
| MA01.01 | Understand the basic content of the Marketing course as part of the Marketing Education program. | | |
| MA01.02 | Understand the value of DECA as an integral part of the Marketing course. | | |
| MA02.00 | Understand marketing foundations. | | |
| MA02.01 | Recognize the importance of marketing. | BA LAP 11: Have It Your Way! (Marketing) | Explain marketing and its importance in a global economy (CS) |
| MA02.02 | Classify the functions of marketing and the marketing mix. | MK LAP 1: Work the Big Six (Marketing Functions) | Describe marketing functions and related activities (CS) |
| MA02.03 | Summarize ways to reach markets. | IM LAP 9: Have We Met? (Market Identification) | Explain the concept of market and market identification (CS) |
| MA03.00 | Understand economic principles and concepts fundamental to marketing. | | |
| MA03.01 | Recognize terminology related to economics. | EC LAP 1: Economics (update 2009) EC LAP 14: Economic Resources (update 2009) EC LAP 13: Use It! (Economic Utility) | Describe the concepts of economics and economic activities (CS) Explain the concept of economic resources (CS) Determine economic utilities created by business activities (CS) |
| MA03.02 | Interpret the theory of supply and demand. | EC LAP 11: It's the Law (Supply and Demand) EC LAP 12: Price (update fall, 2009) | Explain the principles of supply and demand (CS) Describe the functions of prices in markets (CS) |
| MA03.03 | Explain economic measurements and the business (economic) cycle. | EC LAP 18: Make the Most of It (Productivity) EC LAP 1: Gross Domestic Product (update 2009) EC LAP 9: Business Cycles (update 2009) | Explain the concept of productivity (CS) Explain the concept of Gross Domestic Product (GDP) (SP) Determine the impact of business cycles on business activities (SP) |
| MA03.04 | Compare economic systems. | EC LAP 17: Economic Systems (update 2009) | Explain the types of economic systems (CS) |

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| MA03.05 | Summarize characteristics of a free enterprise system. | EC LAP 15: People Power (The Private Enterprise System) EC LAP 8: Ready, Set, Compete (Competition) EC LAP 3: Lose, Win, or Draw (Business Risk) EC LAP 2: Risk Rewarded (Profit) | Explain the concept of private enterprise (CS) Explain the concept of competition (CS) Determine factors affecting business risk (CS) Identify factors affecting a business's profit (CS) |
| MA03.06 | Classify the forms of business ownership. | BA LAP 7: Own It Your Way (Types of Business Ownership) | Explain types of business ownership (CS) |
| B | COMMUNICATION, SALES, AND PROMOTION | | |
| MA04.00 | Understand communication skills and the impact on human relationships. | | |
| MA04.01 | Summarize verbal and non-verbal communication. | QS LAP 25: More Than Just Talk (Effective Communication) QS LAP 1: Listen Up! (Active Listening Skills) QS LAP 9: Well Said! (Oral Presentations) | Explain the nature of effective communications (PQ) Demonstrate active listening skills (PQ) Make oral presentations (SP) Explain the nature of effective verbal communications (PQ) Explain the nature of effective written communications (CS) Write professional e-mails (CS) Write business letters (CS) Prepare simple written reports (SP) Extract relevant information from written materials (PQ) Explain the nature of staff communication (CS) Employ communication styles appropriate to target audience (CS) Interpret others' nonverbal cues (PQ) |

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| MA04.02 | Classify techniques to manage emotional reactions in human relationships. | QS LAP 14: EQ and You (Emotional Intelligence)—short LAP EI LAP 6: EQ and You (Emotional Intelligence)—full LAP EI LAP 12: Have a Heart (Empathy) QS 16: Got Potential? (Assessing Strengths/Weaknesses)—short LAP EI LAP 4: Work Right (Ethical Work Habits) EI LAP 11: Getting to Know You (Cultural Sensitivity) Treating Others Fairly at Work (update 2009) Assertiveness (update 2009) EI LAP 5: Can You Relate? (Positive Working Relationships) Self-control (Update winter, 2009) PD LAP 7: Make the Honor Role (Acting Responsibly) QS LAP 2: Weigh Your Options (Making Decisions) | Describe the nature of emotional intelligence (PQ) Show empathy for others (PQ) Assess personal strengths and weaknesses (PQ) Demonstrate ethical work habits (PQ) Exhibit cultural sensitivity (CS) Treat others fairly at work (PQ) Use appropriate assertiveness (PQ) Foster positive working relationships (CS) Demonstrate self-control (PQ) Demonstrate responsible behavior (PQ) Make decisions (CS) |
| MA04.03 | Summarize technology used in communication. | | Describe the scope of the Internet (PQ) Demonstrate basic e-mail functions (PQ) Demonstrate basic web-search skills (PQ) Demonstrate basic word processing skills (PQ) Demonstrate basic spreadsheet applications ((PQ) Demonstrate basic database applications (PQ) |
| MA05.00 Apply effective selling techniques. | | | |
| MA05.01 | Understand the importance of selling. | SE LAP 117: Sell Away (Nature and Scope of Selling) SE LAP 109: What's the Motive? (Buying Motives) SE LAP 108: Decision, Decision, Decisions (Helping Customers Make Buying Decisions) | Explain the nature and scope of the selling function (CS) Qualify customer's buying motives for use in selling (SP) Facilitate customer/client buying decisions (SP) |

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| MA05.02 | Understand preliminary activities associated with selling. | <p>SE LAP 113: Find Features/Boost Benefits (Feature-Benefit Selling)</p> <p>SE LAP 129: Keep It Real –In Sales (Selling Ethics)</p> <p>SE LAP 116: Prospecting</p> | <p>Analyze product information to identify product features and benefits (SP)</p> <p>Establish relationship with client/customer (CS)</p> <p>Prospect for customers (SP)</p> <p>Acquire product information for use in selling (CS)</p> <p>Explain business ethics in selling (SP)</p> <p>Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, competitors' offerings) (SP)</p> |
| MA05.03 | Summarize the sales process. | <p>SE LAP 126: The Selling Process (update 2009)</p> <p>SE LAP 101: Opening the Retail Sale (update 2009)</p> <p>SE LAP 112: Typecasting (Addressing Needs of Individual Personalities)</p> <p>SE LAP 103: Product Demonstration (update 2009)</p> <p>SE LAP 100: Converting Objections (update 2009)</p> <p>SE LAP 107: Closing Sales (update 2009)</p> <p>SE LAP 110: Using Suggestion Selling (update 2009)</p> <p>SE LAP 119: Using Follow-up Strategies (update 2009)</p> <p>SE LAP 130: Go Beyond the Sale (Customer Service in Selling)</p> <p>SE LAP 115: Keep Them Loyal (Building Clientele)</p> | <p>Explain the selling process (CS)</p> <p>Establish relationship with client/customer (CS)</p> <p>Address needs of individual personalities (SP)</p> <p>Demonstrate product (SP)</p> <p>Convert customer/client objections into selling points (SP)</p> <p>Close the sale (SP)</p> <p>Demonstrate suggestion selling (SP)</p> <p>Plan follow-up strategies for use in selling (SP)</p> <p>Explain the role of customer service as a component of selling relationships (CS)</p> <p>Explain key factors in building a clientele (SP)</p> <p>Discuss the nature of customer relationship management (SP)</p> <p>Describe the use of technology in customer relationship management (SP)</p> |

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| MA05.04 | Execute sales transactions. | | Calculate miscellaneous charges (CS) Process sales documentation (SP) Process sales transactions (CS) Accept checks from customers (CS) |
| MA06.00 | Apply promotional strategies. | | |
| MA06.01 | Understand promotion and the promotional mix. | PR LAP 2: Promotion (update 2009) PR LAP 4: Know Your Options (Types of Promotion) PR LAP 1: Promotional Mix (update 2009) | Explain the role of promotion as a marketing function (CS) Explain the types of promotion (CS) Identify the elements of the promotional mix (SP) |
| MA06.02 | Exemplify advertising. | PR LAP 3: Ad-quipping Your Business | Explain types of advertising media (SP) Explain the use of advertising agencies (MN) |
| MA06.03 | Exemplify visual merchandising. | | Explain the use of visual merchandising in retailing (CS) Distinguish between visual merchandising and display (CS) Explain types of display arrangements (CS) Place merchandise for impact (SP) Describe the elements of design (SP) Maintain displays (CS) |
| MA06.04 | Exemplify sales promotions. | | Identify communications channels used in sales promotion (SP) Explain considerations in designing a frequency/loyalty marketing program (MN) Develop frequency/loyalty marketing strategy (MN) Explain the use of product placement (SP) |
| MA06.05 | Exemplify public relations. | | Explain communication channels used in public-relations activities (SP) Identify types of public-relations activities (SP) |

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| MA06.06 | Apply effective promotional techniques. | | Discuss the use of marketing/creative briefs (SP) Prepare marketing/creative brief (MN) Write a press release (SP) Select advertising strategies for campaign (MN) Develop a media plan (includes budget, media allocation, and timing of ads) (MN) Develop a public-relations plan (MN) Develop a sales-promotion plan (MN) |
| C | DISTRIBUTION AND PROFESSIONAL DEVELOPMENT | | |
| MA07.00 | Understand distribution of products. | | |
| MA07.01 | Summarize the channels of distribution. | Channels of Distribution (update 2009) | Explain the nature of channels of distribution (CS) |
| MA07.02 | Classify the activities of physical distribution. | Nature of Distribution (update 2009) | Explain the nature and scope of distribution (CS) Explain the receiving process (CS) Explain stock-handling techniques used in receiving deliveries (CS) Process incoming merchandise (CS) Describe inventory control systems (CS) |
| MA08.00 | Analyze career options in marketing. | | |
| MA08.01 | Interpret the resources in career decision-making. | QS LAP 22: Target What You Want (Goal Setting) | Set personal goals (CS) Identify sources of career information (CS) |
| MA08.02 | Apply strategies for career exploration in marketing. | Marketing Careers (update fall, 2009) | Explain employment opportunities in marketing (CS) |

| MA09.00 | Create strategies for job attainment. | | |
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| MA09.01 | Understand procedures to obtain a job. | PD LAP 5: Brand ME! (Personal Appearance) EI LAP 3: Opt for Optimism (Positive Attitude) | Maintain appropriate personal appearance (PQ) Exhibit a positive attitude (PQ) Utilize job-search strategies (PQ) Use networking techniques to identify employment opportunities (SP) Complete a job application (PQ) Write a letter of application (CS) Prepare a résumé (CS) Interview for a job (PQ) Write a follow-up letter after job interviews (CS) Analyze company resources to ascertain policies and procedures (CS) |
| MA09.02 | Create a career portfolio. | | |