

Curriculum Crosswalk

Marketing Management 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
A	LEADERSHIP AND SUPERVISION		
MR01.00	Understand the concept of leadership.		
MR01.01	Recognize personal traits and special skills important for effective leadership.	QS LAP 27: Follow Me (Concept of Leadership)	Explain the concept of leadership (CS)
MR01.02	Compare leadership styles.	MN LAP 41: Take the Lead (Update 2008)	Explain the nature of leadership in organizations (MN:030) (SU)
MR01.03	Exemplify the steps in effective decision making.	PD LAP 10: Weigh Your Options (Decision-making)—full LAP QS LAP 2: Weigh Your Options (Decision-making)—short LAP	Make decisions (CS) Make decisions (CS)
MR02.00	Understand the management process.		
MR02.01	Recognize the four functions of management.	BA LAP 6: Manage This (Concept of Management)—update winter, 2009	Explain the concept of management (CS)
MR02.02	Classify responsibilities at various levels of management.	BA LAP 6: Manage This (Concept of Management)—update winter, 2009	Explain the concept of management (CS)
MR02.03	Understand the relationship between company objectives and the management process.		Develop company goals/objectives (ON) Define business mission (ON)
B	HUMAN RESOURCE MANAGEMENT		
MR03.00	Understand the importance of recruiting, retaining, interviewing, selecting, orienting, and training employees.		
MR03.01	Recognize the importance of recruiting and retaining employees.		Recruit employees (MN)
MR03.02	Understand the importance of interviewing and selecting new employees.		Screen job applications/résumés (SU) Interview job applicants (SU) Select and hire new employees (SU)
MR03.03	Understand the importance of orienting and training employees.		Orient new employees (CS) Orient new employees (management's role) (SU) Explain the role of training and human resources development (SU) Explain the nature of management/supervisory training (SU) Develop new-employee orientation (MN) Train staff (SU)

MR04.00	Understand the roles of laws, regulations, communication, and evaluation in human resource management.		
MR04.01	Summarize labor laws and regulations that affect employees and management.		Explain the nature of human resources regulations (SU) Explain the nature of workplace regulations (including OSHA, ADA) (SU)
MR04.02	Explain the relationship between communication and employee morale, motivation, and productivity.		Coach employees (SU) Measure effectiveness of employee-relations activities (SP) Assess employee attitudes/opinions/satisfaction (SP) Establish cooperation between management and employees (MN)
MR04.03	Compare employee performance evaluations.		Assess employee performance (SU)
C	ECONOMIC FOUNDATIONS AND FINANCING		
MR05.00	Understand the economic foundations of marketing management.		
MR05.01	Exemplify the stages in a business cycle.	EC LAP 9: Business Cycles (update 2009)	Determine the impact of business cycles on business activities (SP)
MR05.02	Explain the relationship between economic measurements and economic growth.		
MR05.03	Understand categories, advantages, and disadvantages of specialized and organized labor.	EC LAP 5: Organized Labor (update 2009) EC LAP 7: Specialization of Labor (update 2009)	Explain the concept of organized labor and business (SP) Analyze the impact of specialization/division of labor on productivity (SP)
MR05.04	Summarize global marketing and international trade.	EC LAP 4: Beyond US (International Trade)	Explain the nature of global trade (SP) Discuss the impact of cultural and social environments on global trade (SP)
MR06.00	Understand the role of financing in marketing management.		
MR06.01	Compare records used in business.	FI LAP 4: Watch Your Bottom Line (Income Statements) QS LAP 38: Go Figure! (Information in Financial Statements) QS LAP 39: The (Somewhat) Straight Story Information Found in Annual Reports	Describe the nature of income statements (SP) Explain information that can be obtained from financial statements (SP) Describe information that can be obtained from annual reports (SP)
MR06.02	Recognize types of budgets and their use in achieving efficient business operation.	FI LAP 3: Money Tracks (Nature of Budgets)	Describe the nature of budgets (SP)

D	MARKETING INFORMATION MANAGEMENT		
MR07.00	Analyze the importance of information management as a tool for making critical business decisions.		
MR07.01	Recognize the need for marketing information.		Describe the need for marketing information (CS) Explain the nature of marketing research (SP) Explain the nature and scope of the marketing-information management function (SP)
MR07.02	Interpret information to make effective business decisions.		Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)
MR07.03	Summarize techniques for processing marketing information.		Describe techniques for processing marketing information (SP) Interpret research data into information for decision making (SP) Present findings orally (SP) Prepare written reports for decision-making (SP)
MR07.04	Analyze marketing plans.		Explain the nature of marketing plans (SP) Develop marketing plan (MN)
E	PRODUCT/SERVICE MANAGEMENT AND PRICING		
MR08.00	Understand product/service management.		
MR08.01	Understand product/service management as a function of marketing.	Product/Service Management (new in fall, 2008)	Explain the nature and scope of the product/service management function (SP)
MR08.02	Summarize product assortments for ongoing business success.	Product Mix (update fall, 2008)	Explain the concept of product mix (SP) Explain new product-development processes (SP)
MR08.03	Classify quality assurances.	PP LAP 4: Warranties and Guarantees (update 2009) PM LAP 8: Grades and Standards (update 2009)	Explain warranties and guarantees (CS) Describe the uses of grades and standards in marketing (CS)
MR08.04	Exemplify product positioning to acquire desired business image and meet customer expectations.	PM LAP 6: It's a Brand, Brand, Brand World! (Nature of Product/Service Branding)—update fall, 2008 Consumer Protection in Product/ Service Management—update 2009	Explain the nature of product/service branding (SP) Identify consumer protection provisions of appropriate agencies (SP) Describe factors used by marketers to position products/services (SP) Assess product-packaging requirements (SP)

MR09.00	Analyze pricing.		
MR09.01	Understand the foundations of pricing.	PI LAP 2: The Price Is Right (Nature of Pricing)	Explain the nature and scope of the pricing function (SP)
MR09.02	Exemplify pricing objectives, policies, and strategies.		Establish pricing objectives (MN) Select pricing policies (MN) Determine discounts and allowances that can be used to adjust base prices (MN) Adjust prices to maximize profitability (MN)
MR09.03	Implement pricing objectives, policies, and strategies.	PI LAP 4: Tipping Point (Calculating Break-even)	Calculate break-even point (MN) Set prices (MN) Select pricing policies (MN)
F	MANAGEMENT OF DISTRIBUTION, PROMOTION, AND SELLING		
MR10.00	Analyze the management of distribution, promotion, and selling.		
MR10.01	Classify channel member relationships.	Channels of Distribution (update 2009)	Explain the nature of channels of distribution (CS) Explain the nature and scope of distribution (CS) Explain the nature of channel-member relationships (SP) Select channels of distribution (MN) Evaluate channel members (MN)
MR10.02	Summarize management of the distribution process.		Coordinate channel management with other marketing activities (SP)
MR10.03	Organize promotional activities to maximize return.	PR LAP 1: Promotional Mix (update 2009)	Identify the elements of the promotional mix (SP) Determine advertising campaign objectives (MN) Select advertising strategies for advertising campaign (MN) Coordinate advertising research (MN) Set media buying objectives (MN) Plan strategy to guide media-buying process (MN) Prepare advertising budget (MN) Develop a media plan (MN) Develop a public-relations plan (MN) Develop a sales-promotion plan (MN) Discuss types of direct marketing strategies (SP)
MR10.04	Summarize sales management.	SE LAP 117 Sell Away (Nature of Selling) SE LAP 126 The Selling Process (update 2009)	Explain the nature and scope of the selling function (CS) Explain the selling process (CS) Explain the nature of sales management (SU)