

Curriculum Crosswalk

Marketing Technology and Media 2005

Course to:

Business Management and Administration Career Cluster

Finance Career Cluster

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	Career Cluster Performance Indicators
A	PRINCIPLES OF MARKETING TECHNOLOGY AND MARKETING RESEARCH		
MT01.00	Understand the principles of marketing technologies.		
MT01.01	Recognize the components of the Marketing Technology and Media course. (SUPPLEMENTAL) .		
MT01.02	Remember the evolution of technologies used in marketing.		
MT01.03	Explain how different forms of technology are used as marketing tools.		Describe the use of technology in the channel management function (CS) Describe the use of technology in the marketing-information management function (SP) Explain the use of technology in the pricing function (SP) Describe the use of technology in the product/service management function (SP) Describe the use of technology in the promotion function (SP) Describe the use of technology in the selling function (SP) Explain ways that technology impacts marketing communications (SP) Analyze the impact of technology on marketing (SP) Assess the impact of technology on marketing research (SP) Analyze the impact of technology on retailing (SP)
MT01.04	Research current trends in marketing technologies.		
MT02.00	Apply the concepts of marketing research.		
MT02.01	Recognize database marketing and its components.		Describe considerations in using databases in marketing communications (SP) Discuss types of direct marketing strategies (SP) Identify ways to segment markets for marketing communications (SP)

MT02.02	Understand how marketing research is used by companies to make decisions.	IM LAP 5: Nature of Marketing Research (update 2009)	Explain the nature of marketing research (SP)
MT02.03	Explain research factors that influence the marketing environment.	IM LAP 7: Pick the Mix (Marketing Strategies)	Explain the concept of marketing strategies (CS) Explain the role of situation analysis in the marketing planning process (SP) Identify industry/economic trends that will impact business activities (MN)
MT02.04	Explain marketing information systems.	IM LAP 2: Marketing-Information Management (update 2009)	Explain the nature and scope of the marketing information management function (SP) Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (SP)
MT02.05	Explain privacy issues associated with marketing research.		Respect the privacy of others (EI:029) (PQ) Explain security considerations in marketing research (SP)
MT02.06	Classify the stages of marketing research.	IM LAP 5: Nature of Marketing Research (update 2009)	Explain the nature of marketing research (SP) Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (SP) Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) Discuss the nature of marketing research problems/issues (SP) Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (SP) Explain characteristics of effective data-collection instruments (SP) Describe techniques for processing marketing information (SP) Explain the nature of marketing research briefs (SP)

MT02.07	Conduct marketing research.		<p>Select appropriate research techniques (MN)</p> <p>Identify the marketing-research problem/issue (MN)</p> <p>Determine research approaches (e.g., observation, survey, experiment) appropriate to the research problem (MN)</p> <p>Select data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners (MN)</p>
B	MARKETING INFORMATION MANAGEMENT AND CONSUMER BUYING MOTIVES		
MT03.00	Understand the impact of marketing information management.		
MT03.01	Explain how e-marketing utilizes marketing information.		<p>Describe considerations in using databases in marketing communications (SP)</p> <p>Obtain information from customer databases (SP)</p> <p>Obtain marketing information from online sources (e.g., search engines, online databases, blogs, listserves, etc.) (SP)</p> <p>Data mine web log for marketing information (SP)</p>
MT03.02	Explain the importance of security for e-marketers and online consumers.	<p>BA LAP 4: Issues in E-Commerce</p> <p>BA LAP 5: Legal Considerations in E-Commerce</p>	<p>Discuss issues in e-commerce</p> <p>Describe legal considerations in e-commerce</p> <p>Identify strategies for protecting business's web site (MN)</p> <p>Identify strategies to protect online customer transactions (MN)</p>
MT03.03	Summarize privacy issues in e-marketing.	<p>BA LAP 4: Issues in E-Commerce</p> <p>BA LAP 5: Legal Considerations in E-Commerce</p>	<p>Discuss issues in e-commerce</p> <p>Describe legal considerations in e-commerce</p> <p>Identify strategies for protecting business's web site (MN)</p> <p>Identify strategies to protect online customer transactions (MN)</p>

MT04.00	Analyze consumer behavior and buying motives.		
MT04.01	Summarize the components of consumer behavior.	SE LAP 109: What's the Motive? (Buying Motives)	Explain customer/client/business buying behavior (SP) Discuss motivational theories that impact buying behavior (SP) Analyze consumer behavior (e.g., media-consumption, buying, etc.) (SP)
MT04.02	Differentiate between factors that influence consumer behavior.		Discuss motivational theories that impact buying behavior (SP)
MT04.03	Summarize the characteristics of personality.	SE LAP 112: Typecasting (Addressing Needs of Individual Personalities)	Address needs of individual personalities (SP) Explain customer/client/business buying behavior (SP) Discuss motivational theories that impact buying behavior (SP)
C	POSITIONING, BRANDING, AND THE MARKETING MIX		
MT05.00	Understand positioning and branding.		
MT05.01	Explain branding and brand strategies.	PM LAP 6: It's a Brand, Brand, Brand World! (update fall, 2008) PM LAP 10: Building Your Business's Brand (update 2009)	Explain the nature of product/service branding (SP) Build product/service brand (MN) Explain the nature of corporate branding (SP) Describe factors used by businesses to position corporate brands (SP)
MT05.02	Classify sources of brand equity.	PM LAP 6: It's a Brand, Brand, Brand World! (update fall, 2008) PM LAP 10: Building Your Business's Brand (update 2009)	Explain the nature of product/service branding (SP) Build product/service brand (MN) Explain equity positioning (PM:240) (MN)
MT05.03	Explain positioning on the Internet.	IM LAP 7: Pick the Mix (Marketing Strategies)	Explain the concept of marketing strategies (CS) Describe factors used by marketers to position products/services Describe factors used by businesses to position corporate brands (SP)

MT05.04	Explain competitive positioning.	IM LAP 7: Pick the Mix (Marketing Strategies)	Explain the concept of marketing strategies (CS) Describe factors used by marketers to position products/services Describe factors used by businesses to position corporate brands (SP) Identify product's/service's competitive advantage (SP) Identify company's unique selling proposition (MN)
MT06.00	Analyze the impact of marketing technologies on the marketing mix.		
MT06.01	Contrast the traditional marketing mix to the e-marketing mix.	IM LAP 7: Pick the Mix (Marketing Strategies)	Explain the concept of marketing strategies (CS)
MT06.02	Discuss the major types of Internet marketplaces.		
MT06.03	Understand the advantages and disadvantages of a virtual store.		
MT06.04	Explain the dynamics of communication with marketing technologies.	EC LAP 13: Use It (Utility)	Determine economic utilities created by business activities (CS)
MT06.05	Explain the dynamics of the promotional mix.	PR LAP 1: Promotional Mix (update 2009) PR LAP 13: E-Mail as a Marketing Tool	Describe the elements of the promotional mix (SP) Explain the nature of e-mail marketing strategies (SP) Explain the nature of online advertisements (SP) Describe the nature of effective Internet ad copy (SP)
MT06.06	Create online promotional materials.		Explain the nature of online advertisements (SP) Describe the nature of effective Internet ad copy (SP)

CROSSWALK CONTINUED ON NEXT PAGE

D	PRICING STRATEGIES, DISTRIBUTION, AND CRM		
MT07.00	Analyze pricing strategies.		
MT07.01	Summarize the steps in price planning.	PI LAP 2: The Price Is Right (Nature of Pricing)	Explain the nature and scope of the pricing function (SP) Select approach for setting a base price (cost, demand, competition) (MN) Determine cost of product (breakeven, ROI, markup) (MN) Describe pricing strategies (MN)
MT07.02	Explain the dynamics of price planning.	PI LAP 3: Factors Affecting Selling Price PI LAP 4: Tipping Point (Calculating Break-Even)	Explain factors affecting pricing decisions (SP) Calculate break-even point (MN) Explain legal considerations for pricing (SP) Select approach for setting a base price (cost, demand, competition) (MN) Determine cost of product (breakeven, ROI, markup) (MN) Describe pricing strategies (MN)
MT07.03	Implement pricing concepts.		Select approach for setting a base price (cost, demand, competition) (MN) Determine cost of product (breakeven, ROI, markup) (MN) Establish pricing objectives (MN) Select pricing policies (MN) Set prices (MN)
MT07.04	Explain pricing policies and the product life cycle.	PI LAP 3: Factors Affecting Selling Price	Explain factors affecting pricing decisions (SP) Identify the impact of product life cycles on marketing decisions (SP)
MT07.05	Summarize how to determine prices.	PI LAP 1: Psychological Pricing PI LAP 3: Factors Affecting Selling Price	Explain factors affecting pricing decisions (SP) Describe pricing strategies (MN) Select pricing strategies (MN) Set prices (MN)
MT08.00	Understand technology's role in the distribution of products.		
MT08.01	Summarize the channels of distribution in e-Marketing.	MB LAP 3: Channels of Distribution (update 2009) BA LAP 4: Issues in E-Commerce	Explain the nature of channels of distribution (CS) Discuss issues in e-commerce
MT08.02	Explain the use of auctions in e-distribution.	BA LAP 4: Issues in E-Commerce	Discuss issues in e-commerce
MT08.03	Summarize the order fulfillment process of e-distribution.		

MT09.00	Understand the role of technology in developing and maintaining customer relationships.		
MT09.01	Explain the importance of customer service in e-marketing.		Explain the nature of positive customer relations (CS) Discuss the nature of customer relationship management (CS)
MT09.02	Explain personalization.		
MT09.03	Exemplify the use of permission marketing.	PR LAP 13: E-Mail as a Marketing Tool	Explain the nature of e-mail marketing strategies (SP)
MT09.04	Analyze personalization and permission marketing strategies.		