

Curriculum Crosswalk

Strategic Marketing 2008

**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 Cluster Performance Indicators
A	MARKETING, BUYING BEHAVIOR, AND MARKETING RESEARCH		
SM01.00	Understand the impact of marketing on society.		
SM01.01	Remember the key marketing terms and the marketing mix.	BA LAP 11: Have It Your Way! (Marketing) EC LAP 10: Goods and Services (update fall, 2008) IM LAP 9: Have We Met? (Market Identification) IM LAP 7: Pick the Mix (Marketing Strategies)	Explain marketing and its importance in a global economy (CS) Distinguish between economic goods and services (CS) Explain the concept of market and market identification (CS) Explain the concept of marketing strategies (CS)
SM01.02	Understand marketing philosophies and strategic planning.	BA LAP 11: Have It Your Way (Marketing) IM LAP 8: Analyze This! (SWOT Analysis) IM LAP 7: Pick the Mix (Marketing Strategies) IM 9: Have We Met (Market Identification)	Explain marketing and its importance in a global economy (CS) Conduct a SWOT analysis for use in the marketing planning process (MN) Explain the concept of marketing strategies (CS) Explain the concept of market and market identification (CS) Explain the nature of marketing plans (SP) Explain the role of situational analysis in the marketing planning process (SP) Define business mission (ON) Set marketing goals and objectives (MN) Conduct an environmental scan to obtain business information (SP) Identify product's/service's competitive advantage (SP)
SM01.03	Understand social responsibility, ethics, and the external marketing environment.	EC LAP 20: Business Connections (Social Responsibility)—Objective B Conducting Environmental Scans (new for 2009) EC LAP 16: Regulate and Protect (Government and Business) Business Ethics (new for 2009)	Explain the role of business in society (CS) Conduct an environmental scan to obtain business information (NF:015) (SP) Determine the relationship between government and business (CS) Explain the nature of business ethics (SP)

SM01.04	Understand customer relationship management.		Discuss the nature of customer relationship management (SP) Describe the use of technology in customer relationship management (SP)
SM02.00	Apply procedures used in buying behavior.		
SM02.01	Understand consumer and business buying behavior.		Discuss motivational theories that impact buying behavior (SP) Differentiate between consumer and organizational buying behavior (SP)
SM02.02	Apply procedures used to complete the consumer and business buying decision process.	SE LAP 108: Decisions, Decisions, Decisions (Helping Customers Make Buying Decisions) EI LAP 11: Getting to Know You (Cultural Sensitivity) EC LAP 20: Business Connections (Business in Society) EC LAP 10: Goods and Services (update fall, 2008)	Facilitate customer/client buying decisions (SP) Exhibit cultural sensitivity (CS) Explain the role of business in society (CS) Distinguish between economic goods and services (CS)
SM02.03	Understand market segmentation, targeting, and positioning and the impact on buying behavior.	IM LAP 9: Have We Met? (Market Identification)	Explain the concept of market and market identification (CS) Identify market segments (MN) Select target market (MN) Describe factors that marketers use to position products/services (SP) Develop strategies to position products/services (MN)
SM03.00	Apply procedures to manage marketing information.		
SM03.01	Understand marketing decision support systems.	IM LAP 2: Marketing Information Management (update 2009) IM LAP 5: Nature of Marketing Research (update 2009)	Explain the nature and scope of marketing-information management (SP) Explain the nature of marketing research (SP) Identify ways that technology impacts marketing (CS)

SM03.02	Apply procedures to research and use marketing information.	IM LAP 5: Nature of Marketing Research (update 2009)	<p>Explain the nature of marketing research (SP)</p> <p>Discuss the nature of marketing research problems/issues (SP)</p> <p>Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)</p> <p>Discuss the nature of sampling plans (i.e., who, how many, how chosen) (SP)</p> <p>Describe data-collection methods (e.g., observations, mail telephone, Internet discussion groups, interviews, scanners) (SP)</p> <p>Explain characteristics of effective data-collection instruments (SP)</p> <p>Identify sources of error and bias (e.g., response errors, interview errors, non-response errors, sample design) (SP)</p> <p>Describe techniques for processing marketing information (SP)</p> <p>Conduct competitive analysis (MN)</p>
B	PRODUCTS, PRICING, AND PROMOTION		
SM04.00	Understand procedures to develop and manage products.		
SM04.01	Understand products, branding, services, and nonprofit marketing.	<p>EC LAP 10: Goods and Services (update fall, 2008)</p> <p>Product Mix (update fall, 2008)</p> <p>PM LAP 6: It's a Brand, Brand, Brand World! (update fall, 2008)</p> <p>Warranties and Guarantees (update 2009)</p>	<p>Distinguish between economic goods and services (CS)</p> <p>Explain the concept of product mix (SP)</p> <p>Explain the nature of product/service branding (SP)</p> <p>Explain warranties and guarantees (CS)</p> <p>Assess product packaging requirements (SP)</p> <p>Evaluate graphic design on packages (SP)</p> <p>Evaluate adequacy of product packaging (SP)</p> <p>Describe the uses of grades and standards in marketing (CS)</p>
SM04.02	Understand procedures for new product development and the product life cycle.	<p>Product/Service Management (new in fall, 2008)</p> <p>Product Life Cycle (new in fall, 2008)</p> <p>Unleash Your Oh! Zone (Techniques for Generating Product Ideas)</p>	<p>Explain the nature and scope of the product/service management function (SP)</p> <p>Identify the impact of product life cycles on marketing decisions (SP)</p> <p>Identify methods/techniques to generate a product idea (SP)</p> <p>Explain new product-development processes (SP)</p>

SM05.00	Understand pricing procedures.		
SM05.01	Understand the concepts that determine price.	PI LAP 2: The Price Is Right (Nature of Pricing) PI LAP 3: Factors Affecting Selling Price (update 2009) EC LAP 11: It's the Law (Supply and Demand) PI LAP 4: Tipping Point (Break-even)	Explain the nature and scope of the pricing function (SP) Explain factors affecting pricing decisions (SP) Explain the principles of supply and demand (CS) Calculate break-even (MN) Determine cost of product (break-even, ROI, markup) (MN) Establish pricing objectives (MN)
SM05.02	Understand how to set a price for a product or service.		Determine cost of product (break-even, ROI, markup) (MN) Establish pricing objectives (MN) Determine discounts and allowances that can be used to adjust base prices (MN) Set prices (MN) Describe the role of business ethics in pricing (SP) Explain legal considerations for pricing (SP)
SM06.00	Understand promotion.		
SM06.01	Understand marketing communications.	PR LAP 1: Promotional Mix (update 2009) PR LAP 2: Promotion (update 2009) PR LAP 3: Ad-quipping Your Business (Types of Media)	Identify the elements of the promotional mix (SP) Explain the role of promotion as a marketing function (CS) Explain types of advertising media (SP) Explain communications channels used in public-relations activities (SP) Identify communication channels used in sales promotion (SP)

SM06.02	Understand advertising, public relations, sales promotion, and personal selling.	<p>PR LAP 4: Know Your Options (Types of Promotion)</p> <p>PR LAP 6: Calculating Media Costs (update fall, 2009)</p> <p>SE LAP126: The Selling Process (update 2009)</p> <p>PR LAP 5: Selecting Advertising Media (update 2009)</p> <p>SE LAP 117: Sell Away (Nature of Selling)</p> <p>PM LAP 16: Stand Out (Unique Selling Proposition)</p>	<p>Explain types of promotion (CS)</p> <p>Calculate media costs (SP)</p> <p>Explain the selling process (CS)</p> <p>Select advertising media (MN)</p> <p>Explain the nature and scope of the selling function (CS)</p> <p>Identify company's unique selling proposition (MN)</p> <p>Determine advertising campaign objectives (MN)</p> <p>Select advertising strategies for campaign (MN)</p> <p>Coordinate advertising research (MN)</p> <p>Set media buying objectives (MN)</p> <p>Plan strategy to guide media-buying process (MN)</p> <p>Prepare advertising budget (MN)</p> <p>Develop a media plan (includes budget, media allocation, and timing of ads) (MN)</p> <p>Implement advertising strategies for campaign (MN)</p> <p>Choose appropriate media outlets (SP)</p> <p>Schedule ads and commercials (SP)</p> <p>Select placement of advertisements (SP)</p> <p>Identify types of public-relations activities (SP)</p> <p>Describe the use of crisis management in public relations (MN)</p> <p>Identify communication channels used in sales promotion (SP)</p> <p>Prospect for customers (SP)</p> <p>Qualify customers/clients (SP)</p> <p>Convert customer/client objections into selling points (SP)</p>
			<p>Close the Sale (SP)</p> <p>Explain the nature of sales management (SU)</p> <p>Plan strategies for meeting sales quotas (SP)</p> <p>Determine structure of sales department/unit (MN)</p> <p>Conduct sales training (MN)</p> <p>Determine strategies to motivate sales staff (MN)</p> <p>Describe the use of technology in the selling function (SP)</p>

C	LOGISTICS MANAGEMENT AND GLOBAL MARKETING		
SM07.00	Understand marketing channels, supply chain management, and retail operations.		
SM07.01	Understand marketing channels and supply chain management.	Channels of Distribution (update in winter, 2009) OP LAP 2: Buy Right (Nature of Purchasing)	<p>Explain the nature of channels of distribution (CS)</p> <p>Explain the nature and scope of purchasing (CS)</p> <p>Select channels of distribution (MN)</p> <p>Explain the nature of channel-member relationships (SP)</p> <p>Explain the nature of channel strategies (MN)</p> <p>Describe the use of technology in the channel management function (SP)</p> <p>Explain the receiving process (CS)</p> <p>Price mark merchandise (CS)</p> <p>Route stock to sales floor (CS)</p>
SM07.02	Understand retail operations.	EC LAP 20: Business Connections (Role of Business)—Objective A BA LAP 9: Taking Care of Business (Business Ownership Selection)	<p>Explain the role of business in society (CS)</p> <p>Distinguish between retailing and marketing (CS)</p> <p>Select form of business ownership (ON)</p>
SM8.00	Understand global marketing.		
SM8.01	Understand global factors impacting companies.		<p>Discuss the global environment in which businesses operate (SP)</p> <p>Identify the effects of global trade on retailing (SP)</p> <p>Identify considerations in implementing global marketing strategies (MN)</p> <p>Explain the nature of global trade (SP)</p> <p>Assess global trends and opportunities (MN)</p>
SM8.02	Understand global market entry strategies and the global marketing mix.		<p>Follow laws governing global expansion (MN)</p> <p>Identify considerations in implementing global marketing strategies (MN)</p>