



## Marketing Communication

Career Cluster	Marketing
Course Code	12199
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – <b>Marketing Communication</b> – Capstone Experience
Student Organization	Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Field trip, mentoring, guest speaker
Industry Certifications	N/A
Dual Credit or Dual Enrollment	<a href="https://sdmylife.com/prepping-for-college/dual-credit">https://sdmylife.com/prepping-for-college/dual-credit</a>
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Sales, Merchandising, & Marketing Research Support Pathway Endorsement; *Business Education; *Marketing Education
Resources	N/A

### Course Description

Marketing Communication introduces the student to the basic concepts of marketing communications and links this communication to strategic planning, product and pricing decisions, and distributions and promotional decisions. Examples of marketing communication activities include advertising, direct marketing, public relations, sales promotion, personal selling, and digital marketing.

### Program of Study Application

Marketing Communications is a pathway course in the Marketing career cluster, Marketing Communications pathway.

## Course Standards

### MC 1: Students will understand the concept of integrated marketing communication (IMC).

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MC 1.1 Define the concept of integrated marketing communication.
Two Skill/Concept	MC 1.2 Understand the role of IMC in developing effective marketing plans.
Three Strategic Thinking	MC 1.3 Assess the evolving ways marketing information is delivered and accessed by businesses and consumers.
Three Strategic Thinking	MC 1.4 Explore various career opportunities within the advertising and communication industries.

### MC 2: Students will understand the communication process in relation to promotional programs.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MC 2.1 Detail the steps in the overall communication process for promotional programs.
Three Strategic Thinking	MC 2.2 Establish communication goals and objectives.

### MC 3: Students will understand development of an integrated promotional mix.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MC 3.1 Identify the elements of integrated promotional mix.
Two Skill/Concept	MC 3.2 Understand the role and importance of various promotional mix elements in achieving marketing communication goals.

### MC 4: Students will understand the integrated marketing communication message strategy and its execution.

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MC 4.1 Determine the purpose and desired outcomes of the IMC message.
Two Skill/Concept	MC 4.2 Determine how the message fits with your desired target market.

### MC 5: Students will determine media strategy and its objectives.

<i>Webb Level</i>	<i>Sub-indicator</i>
Three Strategic Thinking	MC 5.1 Identify various media vehicles to deliver the IMC message.
Two Skill/Concept	MC 5.2 Determine media objectives to achieve communication goals.

### MC 6: Students will evaluate the integration and implementation of the IMC plan.

<i>Webb Level</i>	<i>Sub-indicator</i>
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Three Strategic Thinking	MC 6.1 Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints.
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