



Marketing Communication

Career Cluster	Marketing
Course Code	12199
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – Marketing Communication – Capstone Experience
Student Organization	DECA, Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Field trip, mentoring, guest speaker
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Sales, Merchandising, & Marketing Research Support Pathway Endorsement; *Business Education; *Marketing Education
Resources	

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>	<i>Integrated Content</i>
Level 1: Recall and Reproduction	MC 1.1 Define the concept of marketing communication	<ul style="list-style-type: none"> Identify the importance of marketing communication to marketers and the overall organization.
Level 2: Skill/Concept	MC 1.2 Understand the role of IMC in developing effective marketing plans	<ul style="list-style-type: none"> Align IMC objectives with the overall marketing objectives Identify interconnections between communication goals and overall marketing goals
Level 3: Strategic Thinking	MC 1.3 Assess modern technological factors that affect marketing communication	<ul style="list-style-type: none"> Identify evolving technological advances and how they affect marketing communication
Level 3: Strategic Thinking	MC 1.4 Explore various career opportunities within the advertising and communication industries	<ul style="list-style-type: none"> Research career options within the marketing communications industry

Notes

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

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	MC 2.1 Understand the overall communication process	<ul style="list-style-type: none"> • Identify the sender, receiver, message, noise, channels, and feedback • Recognize the different communication delivery modes
Level 3: Strategic Thinking	MC 2.2 Establish communication goals and objectives	<ul style="list-style-type: none"> • Identify SMART (specific, measurable, attainable, realistic, time-bound) communication goals that are integrated with the overall marketing plan

Notes

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

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and Reproduction	MC 3.1 Identify the elements of the promotional mix	<ul style="list-style-type: none"> List the elements of the promotional mix (e.g. advertising, direct marketing, public relations, sales promotion, personal selling, and digital marketing)
Level 2: Skill/Concept	MC 3.2 Understand the role and importance of various promotional mix elements in achieving marketing communication goals	<ul style="list-style-type: none"> Determine objective(s) of various promotional mix elements Identify advantages and disadvantages of implementing various promotional mix elements

Notes

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

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	MC 4.1 Determine the purpose of the IMC message	<ul style="list-style-type: none"> Identify what the communication message will say or communicate
Level 2: Skill/Concept	MC 4.2 Determine how the message fits with your desired target market	<ul style="list-style-type: none"> Identify different communication/ advertising appeals and execution styles

Notes

MC 5 Students will determine media strategy and its objectives.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	MC 5.1 Determine media objectives to achieve communication goals	<ul style="list-style-type: none"> Discuss various metrics used to set media objectives (e.g. reach, frequency, etc.)
Level 3: Strategic Thinking	MC 5.2 Identify various media vehicles to deliver the IMC message	<ul style="list-style-type: none"> Identify advantages and disadvantages of different media vehicles (e.g. TV, radio, newspaper, social ads, etc.)

Notes

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

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	MC 6.1 Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints	<ul style="list-style-type: none"> Discuss the integration of different promotional tactics into a marketing communication plan

Career Cluster: Marketing

Course: Marketing Communication

Notes

Adopted March 2018