

# 12166-Marketing Management

## Rational Statement:

Marketing Management is an in-depth course for the career-minded student with emphasis in the following areas: marketing and business fundamentals, business management, information management, human relations, product/service planning, finance, distribution, purchasing, pricing, promotion, and selling.

**Suggested Grade Level: 9-12**

## Topics Covered:

- **Marketing and business fundamentals**
- **Business management**
- **Information management**
- **Human relations**
- **Human resources**
- **Product/service planning**
- **Finance**
- **Distribution**
- **Purchasing**
- **Pricing**
- **Promotion**
- **Selling**

### Indicator #1: Direct the use of financial resources in marketing.

Bloom's Taxonomy Level	Standards and Examples
Applying	<p><b>MM.1.1 Implement accounting procedures to track money flow and to determine financial status.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Analyze a reduction in the sales volume, sales revenue, or market share of one product as a result of the introduction of a new product by the same producer.</li><li>• Develop and review financial statements.</li><li>• Calculate the break-even point.</li><li>• Examine product-line profitability.</li><li>• Calculate return on marketing investment.</li></ul>

**Indicator #2: Interpret human resources in a marketing environment.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Applying	<p><b>MM.2.1 Implement organizational techniques to staff and organize activities to facilitate work efforts and increase productivity.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Determine internal/external resource requirements and responsibilities for projects.</li><li>• Develop a training program.</li><li>• Guide sales staff to improve their success rate.</li><li>• Develop ways to minimize staff turnover.</li><li>• Ensure staff understanding of responsibilities, duties, functions, and authority levels.</li></ul>

**Indicator #3: Organize a marketing department.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Applying	<p><b>MM.3.1 Utilize planning tools to guide an organization's/department's activities.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Align marketing activities with business objectives.</li><li>• Conduct gap analysis to determine an organization's capability.</li><li>• Develop a departmental structure.</li><li>• Determine strategic marketing planning structure.</li></ul>
Evaluating	<p><b>MM.3.2 Supervise activities to encourage growth and development.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Show the effect of marketing strategy on marketing goals/objectives.</li><li>• Set marketing policies.</li><li>• Establish a marketing cost-control system.</li><li>• Design a marketing performance measurement system.</li><li>• Modify marketing strategies based on performance results.</li></ul>
Applying	<p><b>MM.3.3 Develop channel-management strategies to minimize costs.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Establish and assess distribution channels.</li><li>• Develop performance standards for suppliers.</li><li>• Evaluate buyer-seller relationships.</li><li>• Conduct total cost analysis of channel.</li></ul>

**Indicator #4: Disseminate information for use in making business decisions.**

Bloom's Taxonomy Level	Standards and Examples
Applying	<p><b>MM.4.1 Assess marketing information needs to develop a marketing information management system.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Assess marketing information needs.</li> <li>• Identify issues and trends in marketing information management systems.</li> <li>• Develop marketing information management system.</li> </ul>
Analyzing	<p><b>MM.4.2 Analyze marketing information to make informed marketing decisions.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify industry/economic trends that will impact business activities.</li> <li>• Analyze market needs and opportunities.</li> <li>• Anticipate market changes.</li> <li>• Estimate market share.</li> <li>• Interpret the quality of marketing research studies.</li> </ul>
Applying	<p><b>MM.4.3 Apply marketing information to facilitate product/service management decisions and promotional activities.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Conduct product analysis.</li> <li>• Predict brand share.</li> <li>• Choose promotional activities.</li> </ul>
Applying	<p><b>MM.4.4 Report findings to communicate research information to others.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Display data in charts/graphs or in tables.</li> <li>• Provide sales analysis reports.</li> <li>• Prepare and use presentation software to support reports.</li> <li>• Prepare written reports for decision making.</li> </ul>

**Indicator #5: Adjust prices to maximize return and meet customers' perceptions of value.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Applying	<p><b>MM.5.1 Employ pricing strategies to determine optimal prices.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Determine cost and break-even point of a product.</li><li>• Select and adjust pricing policies to maximize profitability.</li><li>• Determine discounts and allowances that can be used to adjust base prices.</li></ul>
Understanding	<p><b>MM.5.2 Assess pricing strategies to identify needed changes and to improve profitability.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Discuss price fairness.</li><li>• Evaluate pricing decisions.</li><li>• Determine price sensitivity.</li><li>• Analyze variances to planned pricing.</li></ul>