# Marketing Management Course No. 12166 Credit: 1.0

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Management courses typically cover the same scope of topics as Marketing— Comprehensive courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Market Analysis & Strategic Planning

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Analyze market trends, competition, and consumer needs to identify opportunities for growth. |  |
| 1.2 | Assess and anticipate market changes to adjust business strategies accordingly. |  |
| 1.3 | Determine market share, brand position, and profi tability to guide decision-making. |  |
| 1.4 | Conduct brand audits and customer satisfaction studies to measure brand eff ectiveness |  |
| 1.5 | Develop and implement strategic marketing plans based on market insights. |  |

## Benchmark 2: Financial & Pricing Strategies

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Evaluate product-line profi tability and cost-eff ectiveness of marketing expenditures. |  |
| 2.2 | Determine and adjust pricing strategies to maximize profi tability and market competitiveness. |  |
| 2.3 | Conduct break-even analysis and establish pricing objectives |  |
| 2.4 | Monitor and manage marketing budgets, adjusting in response to market opportunities |  |

## Benchmark 3: Marketing Technology & Innovation

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Monitor and manage marketing budgets, adjusting in response to market opportunities. |  |
| 3.2 | Identify emerging digital tools and platforms to optimize marketing eff orts. |  |
| 3.3 | Assess security, ethical, and legal considerations in marketing technology and data management. |  |
| 3.4 | Leverage analytics and visualization tools to track performance and inform decision-making. |  |

## Benchmark 4: Product & Brand Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop and execute product/brand lifecycle strategies, including new product launches. |  |
| 4.2 | Evaluate and adjust product mix based on market performance. |  |
| 4.3 | Identify distribution channels and supply chain strategies to maximize market reach. |  |
| 4.4 | Monitor market innovation and consumer behavior to guide product development. |  |

## Benchmark 5: Promotional & Communication Strategies

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Develop and implement integrated marketing communication strategies to achieve business objectives. |  |
| 5.2 | Develop promotional materials, including graphics, logos, and branded assets. |  |
| 5.3 | Use design and visual communication principles to eff ectively collaborate with creative teams. |  |
| 5.4 | Craft personalized communication strategies to understand and meet client needs. |  |

## Benchmark 6: MARKETING OPERATIONS & LEADERSHIP

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Lead and manage cross-functional teams to execute marketing initiatives. |  |
| 6.2 | Develop an operational plan for marketing activities and initiatives. |  |
| 6.3 | Ensure ethical and legal compliance in all marketing activities and decisions. |  |

## Benchmark 7: PROFESSIONAL DEVELOPMENT & CAREER READINESS

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 7.1 | Explore career opportunities in marketing management. |  |
| 7.2 | Demonstrate leadership, ethical behavior, and professionalism in marketing roles |  |
| 7.3 | Engage with professional organizations and industry networks for career growth. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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