# Marketing Communications Course No. 35168 Credit: 0.5

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

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Level:** Marketing Communications is an Application-Level course. This course includes activities and discussion related to advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relation, and sales promotion.

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: FOUNDATIONS OF MARKETING COMMUNICATIONS & CAREERS

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore careers in marketing communications and assess required skills for success. |  |
| 1.2 | Evaluate the role of professional organizations in career development. |  |
| 1.3 | Analyze the economic, social, and ethical impact of marketing communications |  |
| 1.4 | Examine current trends, issues, and emerging technologies in marketing communications. |  |
| 1.5 | Explain the marketing communications industry, including agency roles and services. |  |

## Benchmark 2: IDEATION & STRATEGY DEVELOPMENT

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Define and analyze the role of "product" in marketing communications. |  |
| 2.2 | Conduct market research and analyze consumer behavior to develop customer profi les. |  |
| 2.3 | Segment target markets and develop promotional messages that appeal to key audiences. |  |
| 2.4 | Apply strategic thinking and innovation to identify market opportunities. |  |
| 2.5 | Develop a creative concept for marketing campaigns |  |

## Benchmark 3: PLANNING & CAMPAIGN DEVELOPMENT

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Select appropriate research techniques to inform marketing communication strategies. |  |
| 3.2 | Develop a media plan, including budget allocation and scheduling of advertisements |  |
| 3.3 | Establish a promotional mix and determine advertising campaign objectives |  |
| 3.4 | Evaluate advertising platforms to ensure alignment with brand vision and target audience. |  |
| 3.5 | Determine appropriate digital marketing strategies and direct marketing techniques. |  |
| 3.6 | Analyze cost considerations, calculate break-even points, and assess budget feasibility |  |
| 3.7 | Integrate product placement, referral programs, and global promotion considerations. |  |

## Benchmark 4: EXECUTION & IMPLEMENTATION

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop and execute an action plan for marketing communication projects. |  |
| 4.2 | Create and present client proposals using persuasive communication techniques. |  |
| 4.3 | Develop and implement public relations and crisis management strategies. |  |
| 4.4 | Set, monitor, and adjust promotional and advertising budgets as needed. |  |
| 4.5 | Develop customer loyalty and engagement strategies, including frequency marketing. |  |
| 4.6 | Demonstrate leadership and team management skills in executing marketing initiatives. |  |

## Benchmark 5: EVALUATION & PERFORMANCE MEASUREMENT

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Evaluate the eff ectiveness of advertising and promotional campaigns. |  |
| 5.2 | Measure the impact of the promotional mix using data analytics and ROI assessment. |  |
| 5.3 | Use marketing analytics to refi ne and improve future campaigns. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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