# Marketing Applications Course No. 35300 Credit: 1.0

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

Pathways and CIP Codes:Marketing (52.14-2)

Course Description: **Application Level:** Marketing Applications furthers student understanding and skills in the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course along with four projects.

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: Customer Experience & Sales Strategy

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Implement customer relationship management strategies to enhance customer loyalty. |  |
| 1.2 | Use persuasion and negotiation skills to influence customer decisions and team approvals. |  |
| 1.3 | Apply ethical standards in customer interactions, information sharing, and sales practices. |  |
| 1.4 | Analyze customer buying behaviors and adapt sales techniques accordingly. |  |
| 1.5 | Develop and deliver a professional sales presentation. |  |
| 1.6 | Facilitate customer purchasing decisions, overcome objections, and close sales. |  |
| 1.7 | Apply financial decision-making to ensure profitability and sustainability. |  |

## Benchmark 2: Financial & Business Operations

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Manage financial documents, including cash flow statements, balance sheets, and income statements. |  |
| 2.2 | Create and maintain a budget for business operations, including forecasting sales and expenses. |  |
| 2.3 | Calculate and analyze key financial metrics to evaluate business performance. |  |
| 2.4 | Apply financial decision-making to ensure profitability and sustainability. |  |

## Benchmark 3: Marketing Strategy & Market Planning

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Develop and execute a marketing plan that aligns with business objectives. |  |
| 3.2 | Analyze sales forecasts and trends to inform marketing strategies. |  |
| 3.3 | Evaluate product positioning and branding strategies to differentiate offerings. |  |
| 3.4 | Assess global trade and its implications for marketing strategy. |  |

## Benchmark 4: Promotional & Digital Marketing Execution

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Develop and coordinate promotional strategies, including advertising, public relations, and sales promotions. |  |
| 4.2 | Create digital and traditional marketing content, incorporating analytics for effectiveness. |  |
| 4.3 | Measure and adjust marketing efforts using key performance indicators and analytics. |  |
| 4.4 | Implement customer feedback mechanisms to refine marketing strategies. |  |

## Benchmark 5: Business Operations & Retail Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Manage inventory, pricing, and merchandising strategies in a retail or service environment. |  |
| 5.2 | Oversee daily business operations, including staffing, scheduling, and resource allocation. |  |
| 5.3 | Use technology to improve business efficiency, including point-of-sale systems and data tracking. |  |
| 5.4 | Analyze and refine customer service policies to enhance the consumer experience. |  |

## Benchmark 6: Professional Development & Career Readiness

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Demonstrate time management and problem-solving skills in business operations. |  |
| 6.2 | Develop a professional online presence and personal brand. |  |
| 6.3 | Explore career opportunities in marketing and engage in work-based learning experiences. |  |
| 6.4 | Participate in professional organizations and student business activities (e.g., DECA, FBLA). |  |

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

Instructor Signature:

For more information, contact:

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