# Integrated Marketing Applications Course No. 12195 Credit: 0.5

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

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Application Supportive Course:** Integrated Marketing Applications is an Application-Level course. Through this course, students will be actively engaged in utilizing technology and technology applications in the design, production, and implementation of marketing strategies. Students will create print, multi-media, and electronic materials used in the marketing process. Application-level activities will be centered around: 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: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Describe methods used to protect intellectual property. |  |
| 1.2 | Utilize effective writing to convey information. |  |
| 1.3 | Apply ethics to online communications. |  |
| 1.4 | Explain ways that technology impacts marketing communications. |  |
| 1.5 | Explain the capabilities of tools used in web-site creation. |  |
| 1.6 | Discuss considerations in using mobile technology for promotional activities. |  |
| 1.7 | Create and maintain databases of information for marketing communications. |  |
| 1.8 | Demonstrate effective use of audio/visual aides. |  |
| 1.9 | Describe considerations in using databases in marketing communications. |  |
| 1.10 | Demonstrate basic desktop publishing functions to prepare promotional materials. |  |
| 1.11 | Integrate software applications to prepare promotional materials. |  |
| 1.12 | Explain how to effectively incorporate video into multimedia. |  |
| 1.13 | Identify strategies for protecting business's web site. |  |
| 1.14 | Identify strategies to protect data and on-line customer transactions. |  |
| 1.15 | Explain social media's impact on marketing communications. |  |
| 1.16 | Discuss types of digital advertising strategies used to achieve marketing goals. |  |
| 1.17 | Evaluate targeted emails. |  |
| 1.18 | Identify promotional messages - advertising and digital media that appeal to targeted markets. |  |
| 1.19 | Evaluate direct-marketing copy. |  |
| 1.20 | Identify effective advertising layouts using color design typography and graph. |  |
| 1.21 | Critique advertisements. |  |
| 1.22 | Explain website-development process. |  |
| 1.23 | Identify strategies for attracting targeted audience to website. |  |
| 1.24 | Describe technologies to improve website ranking/positioning on search engines/ directories. |  |
| 1.25 | Create promotional signage. |  |
| 1.26 | Collaborate in the design of slogans/taglines. |  |
| 1.27 | Participate in the design of collateral materials to promote special events. |  |
| 1.28 | Develop strategy for creating a special event. |  |
| 1.29 | Setup cross-promotions. |  |
| 1.30 | Develop a sales-promotion plan. |  |
| 1.31 | Use past advertisements to aid in promotional planning. |  |
| 1.32 | Evaluate creative work. |  |
| 1.33 | Prepare promotional budget. |  |
| 1.34 | Manage promotional allowances. |  |
| 1.35 | Develop promotional plan for a business. |  |
| 1.36 | Demonstrate application of marketing technical skills. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.