

# Marketing

Utilize information-technology tools to manage and perform marketing-communications responsibilities. MKCO.06.01

**6.01** Utilize information-technology tools to manage and perform marketing-communications responsibilities. MKCO.06.01

Explain ways that technology impacts marketing communications (SP). MKCO.06.01.A

**6.01.a** Explain ways that technology impacts marketing communications (SP). MKCO.06.01.A

Describe considerations in using databases in marketing communications (SP). MKCO.06.01.G

**06.01.g** Describe considerations in using databases in marketing communications (SP). MKCO.06.01.G

Maintain databases of information for marketing communications (SP). MKCO.06.01.H

**06.01.h** Maintain databases of information for marketing communications (SP). MKCO.06.01.H

Mine databases for information useful in marketing communications (SP). MKCO.06.01.I

**06.01.i** Mine databases for information useful in marketing communications (SP). MKCO.06.01.I

Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. MKCO.07

**07** Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. MKCO.07

**Understand the relationship between marketing and marketing communications to show command of their nature and scope.** MKCO.07.01

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**07.01 Understand the relationship between marketing and marketing communications to show command of their nature and scope.** MKCO.07.01

**Differentiate between service marketing and product marketing.** (CS). MKCO.07.01.A

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**07.01.a Differentiate between service marketing and product marketing.** (CS). MKCO.07.01.A

**Discuss the relationship between promotion and marketing.** (CS). MKCO.07.01.B

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**07.01.b Discuss the relationship between promotion and marketing.** (CS). MKCO.07.01.B

**Explain security considerations in marketing communications.** (CS). MKCO.08.01.A

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**08.01.a Explain security considerations in marketing communications.** (CS). MKCO.08.01.A

**Implement organizational skills in marketing communications to improve efficiency and workflow.** MKCO.08.02

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**08.02 Implement organizational skills in marketing communications to improve efficiency and workflow.** MKCO.08.02

**Develop schedule for marketing communications assignment.** (SP). MKCO.08.02.A

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**08.02.a Develop schedule for marketing communications assignment.** (SP). MKCO.08.02.A

**Develop action plan to carry out marketing communications assignment.** (MN). MKCO.08.02.B

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**08.02.b Develop action plan to carry out marketing communications assignment.** (MN). MKCO.08.02.B

**Analyze vendor performance to choose vendors providing the best service materials**

**08.03 Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications.** MKCO.08.03

for use in marketing communications. MKCO.08.03

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Apply techniques to monitor production of marketing communications materials. MKCO.08.04

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**08.04** Apply techniques to monitor production of marketing communications materials. MKCO.08.04

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Monitor production of marketing communications materials. (MN). MKCO.08.04.A

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**08.04.a** Monitor production of marketing communications materials. (MN). MKCO.08.04.A

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Acquire information about the marketing communications industry to aid in making career choices. MKCO.09.01

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**09.01** Acquire information about the marketing communications industry to aid in making career choices. MKCO.09.01

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Describe traits important to the success of employees in marketing communications. (CS). MKCO.09.01.A

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**09.01.a** Describe traits important to the success of employees in marketing communications. (CS). MKCO.09.01.A

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Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). (SP). MKCO.09.01.B

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**09.01.b** Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). (SP). MKCO.09.01.B

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Explain factors affecting the growth and development of the marketing communications industry. (SP). MKCO.09.01.C

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**09.01.c** Explain factors affecting the growth and development of the marketing communications industry. (SP). MKCO.09.01.C

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**Discuss the economic and social effects of marketing communications.**  
(SP). MKCO.09.01.D

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**09.01.d Discuss the economic and social effects of marketing communications.**  
(SP). MKCO.09.01.D

**Analyze marketing communications careers to determine careers of interest.**  
(SP). MKCO.09.01.E

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**09.01.e Analyze marketing communications careers to determine careers of interest.** (SP). MKCO.09.01.E

**Utilize career-advancement activities to enhance professional development in marketing communications.** MKCO.09.02

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**09.02 Utilize career-advancement activities to enhance professional development in marketing communications.** MKCO.09.02

**Conduct self-assessment of marketing-communications skill set.** (SP). MKCO.09.02.A

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**09.02.a Conduct self-assessment of marketing-communications skill set.**  
(SP). MKCO.09.02.A

**Identify requirements for professional certifications in marketing communications.**  
(SP). MKCO.09.02.B

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**09.02.b Identify requirements for professional certifications in marketing communications.** (SP). MKCO.09.02.B

**Assess the services of professional organizations in marketing communications.**  
(SP). MKCO.10

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**10 Assess the services of professional organizations in marketing communications.**  
(SP). MKCO.10

**Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts.** MKCO.10.01

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**10.01 Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts.** MKCO.10.01

**Design qualitative marketing-research**

**10.02 Design qualitative marketing-research study to ensure appropriateness of data-collection efforts.** MKCO.10.02

study to ensure appropriateness of data-collection efforts. MKCO.10.02

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Develop discussion guide for a qualitative marketing-research study. (MN). MKCO.10.02.B

**10.02.b** Develop discussion guide for a qualitative marketing-research study. (MN). MKCO.10.02.B

Develop screener for a qualitative marketing-research study. (MN). MKCO.10.02.C

**.10.02.c** Develop screener for a qualitative marketing-research study. (MN). MKCO.10.02.C

Determine sample for a qualitative marketing-research study. MKCO.10.03

**10.03** Determine sample for a qualitative marketing-research study. MKCO.10.03

Process marketing information to test hypotheses and/or to resolve issues. MKCO.10.04

**10.04** Process marketing information to test hypotheses and/or to resolve issues. MKCO.10.04

Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKCO.11

**11** Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKCO.11

Employ marketing information to plan marketing activities. MKCO.11.01

**11.01** Employ marketing information to plan marketing activities. MKCO.11.01

Identify ways to segment markets for marketing communications. (SP). MKCO.11.01.A

**11.01.a** Identify ways to segment markets for marketing communications. (SP). MKCO.11.01.A

**Describe the nature of target marketing in marketing communications.**  
(SP). MKCO.11.01.B

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**11.01.b Describe the nature of target marketing in marketing communications.**  
(SP). MKCO.11.01.B

**Describe current issues/trends in marketing communications.**  
(SP). MKCO.11.01.C

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**11.01.c Describe current issues/trends in marketing communications.**  
(SP). MKCO.11.01.C

**Employ pricing strategies to set prices for marketing communications services.** MKCO.12.01

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**12.01 Employ pricing strategies to set prices for marketing communications services.** MKCO.12.01

**Explain pricing practices used in marketing communications.**  
(MN). MKCO.12.01.A

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**12.01.a Explain pricing practices used in marketing communications.**  
(MN). MKCO.12.01.A

**Set price objectives for marketing communications services.**  
(MN). MKCO.12.01.D

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**12.01.d Set price objectives for marketing communications services.**  
(MN). MKCO.12.01.D

**Set price of marketing communications services.**  
(MN). MKCO.12.01.H

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**12.01.h Set price of marketing communications services. (MN).** MKCO.12.01.H

**Explain the concept of “product” in marketing communications.**  
(SP). MKCO.13.01.A

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**13.01.a Explain the concept of “product” in marketing communications.**  
(SP). MKCO.13.01.A

**Describe services offered by the marketing-communications industry.**  
(SP). MKCO.13.01.B

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**13.01.b Describe services offered by the marketing-communications industry.**  
(SP). MKCO.13.01.B

**Generate marketing-communications ideas to contribute to ongoing marketing communications success.** MKCO.13.02

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**13.02** Generate marketing-communications ideas to contribute to ongoing marketing communications success. MKCO.13.02

**Generate marketing communications ideas. (SP).** MKCO.13.02.A

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**13.02.a** Generate marketing communications ideas. (SP). MKCO.13.02.A

**Screen marketing communications ideas. (MN).** MKCO.13.02.B

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**13.02.b** Screen marketing communications ideas. (MN). MKCO.13.02.B

**Explain the nature of product extension in services marketing. (SP).** MKCO.13.03.A

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**13.03.a** Explain the nature of product extension in services marketing. (SP). MKCO.13.03.A

**Identify product extensions that can be used in marketing communications. (MN).** MKCO.13.03.B

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**13.03.b** Identify product extensions that can be used in marketing communications. (MN). MKCO.13.03.B

**Evaluate effectiveness of marketing-communications services. (MN).** MKCO.13.04.B

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**13.04.b** Evaluate effectiveness of marketing-communications services. (MN). MKCO.13.04.B

**Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions.** MKCO.13.05

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**13.05** Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions. MKCO.13.05

**Explain the marketing-communications development process. PWR2.8.a (SP).** MKCO.14.02.D

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**14.02.d** Explain the marketing-communications development process. PWR2.8.a (SP). MKCO.14.02.D

**Develop viral marketing strategies. (MN).** MKCO.14.02.E

**14.02.e** Develop viral marketing strategies. (MN). MKCO.14.02.E

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Understand the use of direct marketing to attract attention and to build brand. MKCO.14.03.A

**14.03.a** Understand the use of direct marketing to attract attention and to build brand. MKCO.14.03.A

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Explain the role of media in delivering direct marketing messages. (SP). MKCO.14.03.B

**14.03.b** Explain the role of media in delivering direct marketing messages. (SP). MKCO.14.03.B

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Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight. MKCO.14.04

**14.04** Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight. MKCO.14.04

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Explain the nature of e-mail marketing strategies. (SP). MKCO.14.05.B

**14.05.b** Explain the nature of e-mail marketing strategies. (SP). MKCO.14.05.B

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Discuss the nature of effective direct-marketing copy. (SP). MKCO.14.06.C

**14.06.c** Discuss the nature of effective direct-marketing copy. (SP). MKCO.14.06.C

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Evaluate direct-marketing copy. (MN). MKCO.14.06.F

**14.06.f** Evaluate direct-marketing copy. (MN). MKCO.14.06.F

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Assess advertisements to ensure achievement of marketing communications goals/objectives. MKCO.14.08

**14.08** Assess advertisements to ensure achievement of marketing communications goals/objectives. MKCO.14.08

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Assess collateral pieces for direct marketing (MN). MKCO.14.08.C

**14.08.c** Assess collateral pieces for direct marketing (MN). MKCO.14.08.C

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Manage media planning and placement to

**14.10** Manage media planning and placement to enhance return on marketing investment. MKCO.14.10

enhance return on marketing investment. MKCO.14.10

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Develop and execute an advertising campaign to achieve marketing-communications objectives. MKCO.14.11

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**14.11** Develop and execute an advertising campaign to achieve marketing-communications objectives. MKCO.14.11

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Leverage media buys to maximize marketing investment. MKCO.14.12

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**14.12** Leverage media buys to maximize marketing investment. MKCO.14.12

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Evaluate effectiveness of advertising strategies to determine return on marketing investment. MKCO.14.13

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**14.13** Evaluate effectiveness of advertising strategies to determine return on marketing investment. MKCO.14.13

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Evaluate digital marketing efforts. (MN). MKCO.14.13.C

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**14.13.c** Evaluate digital marketing efforts. (MN). MKCO.14.13.C

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Analyze costs/benefits of direct marketing. (MN). MKCO.14.13.D

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**14.13.d** Analyze costs/benefits of direct marketing. (MN). MKCO.14.13.D

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Assess direct-marketing strategy. (MN). MKCO.14.13.E

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**14.13.e** Assess direct-marketing strategy. (MN). MKCO.14.13.E

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Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKCO.14.16.D

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**14.16.d** Collaborate in the design of collateral materials to promote frequency/loyalty marketing program. MKCO.14.16.D

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Explain considerations in designing a frequency/loyalty marketing program. (MN). MKCO.14.16.E

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**14.16.e** Explain considerations in designing a frequency/loyalty marketing program. (MN). MKCO.14.16.E

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Develop frequency/loyalty

**14.16.f** Develop frequency/loyalty marketing strategy. (MN). MKCO.14.16.F

marketing strategy.  
(MN). MKCO.14.16.F

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Develop marketing/creative briefs to apprise staff and client of promotional strategy. MKCO.14.17.A

**14.17.a** Develop marketing/creative briefs to apprise staff and client of promotional strategy. MKCO.14.17.A

Prepare marketing/creative briefs.  
(MN). MKCO.14.17.B

**14.17.b** Prepare marketing/creative briefs. (MN). MKCO.14.17.B

Develop frequency/loyalty marketing strategy.  
(MN). MKCO.14.18.F

**14.18.f** Develop frequency/loyalty marketing strategy. (MN). MKCO.14.18.F

Work with advertising agency to create marketing communications. MKCO.14.19

**14.19** Work with advertising agency to create marketing communications. MKCO.14.19

Pitch marketing communications idea to client.  
(SP). MKCO.15.02.A

**15.02.a** Pitch marketing communications idea to client. (SP). MKCO.15.02.A

Explain the nature of buzz-marketing.  
(SP) MKCO.15.02.C

**15.02.c** Explain the nature of buzz-marketing. (SP) MKCO.15.02.C

Maintain marketing information to facilitate merchandising activities. MKME.03.02

**03.02** Maintain marketing information to facilitate merchandising activities. MKME.03.02

Marketing: Understands the tools, techniques, and systems MKME.04

**04** Marketing: Understands the tools, techniques, and systems MKME.04