



# Marketing & Management II: Advanced Strategies

<b>Primary Career Cluster:</b>	Marketing, Distribution & Logistics
<b>Course Contact:</b>	<a href="mailto:CTE.Standards@tn.gov">CTE.Standards@tn.gov</a>
<b>Course Code(s):</b>	C31H01
<b>Prerequisite(s):</b>	<i>Marketing &amp; Management I: Principles</i> (C31H00)
<b>Credit:</b>	1
<b>Grade Level:</b>	11 - 12
<b>Focused Elective Graduation Requirements:</b>	This course satisfies one of three credits required for an elective focus when taken in conjunction with other <i>Marketing</i> courses.
<b>POS Concentrator:</b>	This course satisfies one out of two required courses to meet the Perkins V concentrator definition, when taken in sequence in an approved program of study.
<b>Programs of Study and Sequence:</b>	This is the third course in the <i>Marketing Management</i> program of study.
<b>Aligned Student Organization(s):</b>	DECA: <a href="http://www.decatn.org">http://www.decatn.org</a> FBLA: <a href="http://www.fblatn.org">http://www.fblatn.org</a>
<b>Coordinating Work-Based Learning:</b>	Teachers who hold an active WBL certificate may offer placement for credit when the requirements of the state board's WBL Framework and the Department's WBL Policy Guide are met. For information, visit <a href="https://www.tn.gov/content/tn/education/career-and-technical-education/work-based-learning.html">https://www.tn.gov/content/tn/education/career-and-technical-education/work-based-learning.html</a> .
<b>Promoted Tennessee Student Industry Credentials:</b>	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit <a href="https://www.tn.gov/education/career-and-technical-education/student-industry-certification.html">https://www.tn.gov/education/career-and-technical-education/student-industry-certification.html</a> .
<b>Teacher Endorsement(s):</b>	030, 035, 052, 054, 152, 153, 158, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476, 952, 953, 958
<b>Required Teacher Certifications/Training:</b>	None
<b>Teacher Resources:</b>	<a href="https://www.tn.gov/education/career-and-technical-education/career-clusters/cte-cluster-marketing.html">https://www.tn.gov/education/career-and-technical-education/career-clusters/cte-cluster-marketing.html</a> Best for All Central: <a href="https://bestforall.tnedu.gov/">https://bestforall.tnedu.gov/</a>

## Course-at-a-Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career & technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

### Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in CTSO Fall Leadership Conference, DECA and FBLA Fall Leadership Camps, FBLA Regional and State Leadership Conferences, and DECA Emerging Leader Summit to engage with peers by demonstrating logical thought processes and developing industry specific skills that involve teamwork and project management
- Participate in conferences that promote career development such as DECA Career Pathways and Career Development Conferences
- Participate in FBLA career competitive events that highlight career development, including developing an electronic career portfolio, interviewing skills, career exploration, and crafting an elevator speech
- Participate in DECA competitive events such as Apparel and Accessories Marketing Series, Business Services Marketing Series, Integrated Marketing Campaign – Event, Product, and/or Service, Marketing Management Team Decision Making, Marketing Communications Series, and Sports and Entertainment Marketing Series
- Participate in FBLA competitive events such as Advertising, Impromptu Speaking, Marketing, Mobile Application Development, Public Service Announcement, Public Speaking, Publication Design, Sales Presentation, Social Media Strategies, Sports & Entertainment Management, and Website Design

For more ideas and information, visit Tennessee DECA at <https://www.decatn.org/> and Tennessee FLBA at <https://www.fblatn.org/>.

### Using Work-based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standards 1.1-1.3** | Job shadowing and informational interviews with industry professionals in management-level positions to learn the various skills, techniques, and functions of management.
- **Standard 2.1** | Compensated internship in the marketing industry connected to the curriculum and develop a six-month marketing plan for that business or company.

- **Standards 3.1-3.3** | Guest speakers from the marketing industry to discuss purchasing and supply chain methods and procedures.
- **Standards 5.1-5.4** | Integrated project with multiple interactions with business and industry professionals to practice developing promotional campaigns using various mediums (e.g., social media and architectural displays).
- **Standard 7.3** | Work with a management-level or human resources professional at a local business or company to develop a sample orientation and training manual for that company.
- **Standards 10.1-10.4** | Compensated internship or on-the-job training with a business or industry partner connected to curriculum and develop artifacts to record experiences and insights.

## Course Description

*Marketing & Management II: Advanced Strategies* is a study of marketing concepts and principles used in management. Students will examine the challenges, responsibilities, and risks that managers face in today's workplace. Subject matter includes finance, business ownership, risk management, marketing information systems, purchasing, promotion, and human resource management. Students will develop critical documents to prepare them for careers in marketing management, including a marketing plan, institutional promotional plan, and human resources materials. Upon conclusion of this course, proficient students will understand key management functions, promotional concepts, pricing and purchasing, risk management, and legal and ethical issues, as well as engage in marketing research and develop key financial documents related to marketing management.

## Course Standards

### 1. Management Functions

- 1.1. Organizational Charts and Design: Research organizational charts and designs and differentiate between **centralized and decentralized decision-making**.
- 1.2. Four Functions of Management: Discuss the **importance of management** and explain the **four management functions** (i.e. planning, organizing, directing, and controlling) to facilitate workplace organization and efficiency. Identify the primary **managerial roles** (e.g., entrepreneur, leader, monitor, etc.) within an organization.
- 1.3. Effective Leadership and Management Skills: Demonstrate effective **leadership and management skills** by role-playing how you would manage difficult **workplace scenarios**. Identify which different **leadership styles** fit different scenarios.

### 2. Role of Marketing in Business

- 2.1 Marketing Plan: Create a **marketing plan aimed at increasing business profitability** for a local business or CTSO. Include the following.
  - a. An executive summary with a situational analysis identifying both SWOT (Strengths, Weaknesses, Opportunities, and Threats) and PEST (Political/legal, Economic, Sociocultural, and Technological) factors
  - b. Marketing strategies
  - c. Cost analysis
  - d. Implementation plan
  - e. Marketing audit evaluation instrument

### 3. Purchasing

3.1 Merchandise Plan: Describe a merchandise plan and identify key factors when selecting **suppliers** and **negotiating terms of sale**, including supply chain and procurement procedures.

3.2 Customer Influence on Purchasing: Analyze the influence of **customer perceptions** and **reactions** on purchasing choices and determine how **customer behavior** can affect the distribution process.

3.3 Supply Chain and Procurement: Describe the relationship between **supply chain** and **marketing channels** and identify the **three types of marketing channels** (i.e. conventional, vertical, and horizontal).

### 4. Pricing

4.1 Market Factors and Pricing: Identify and describe **market factors** that can affect prices (e.g., embargos, natural disasters, and overproduction). Cite **legal and ethical considerations** for price planning, including price fixing and price discrimination.

4.2 Pricing and Product Life Cycle: Explain the relationship between pricing and product life cycle. Analyze the advantages and disadvantages of both **penetration pricing** and **price skimming pricing strategies** for a new product launch.

4.3 Price Markup and Profit: Explain how a company's profit relates to **markup** and **breakeven point**. Calculate **retail percentage markup and markdown** in dollars and percentages.

### 5. Promotions

5.1 Institutional Promotional Plan: Analyze institutional promotions' effects on **values-based marketing strategies** and **corporate social responsibility**. Design an **institutional promotional plan**, focusing on the following elements:

- a. Goals
- b. Target market
- c. Message or theme
- d. Coordination aspects
- e. Action plan/implementation
- f. Evaluation instrument

5.2 Social Media in Promotions: Investigate social media's contribution both to the **promotional** and **personal sales** sides of marketing efforts to establish and maintain **customer relationships**. Identify different **social media platforms** in marketing and discuss challenges associated with each.

- 5.3 Interior and Architectural Displays: Describe how **interior and architectural displays create and/or enhance a business' image** and evaluate a display's effectiveness.
- 5.4 Digital and Mobile Promotional Concepts: Differentiate between **digital and mobile promotional concepts**, identifying characteristics and examples of each.
- 5.5 Public Relations: Explain the role of public relations in business, identifying types of **public relations activities** and their use. Examine current trends and issues in public relations.

## 6. Marketing Research and Information Management

- 6.1 Marketing Information Management: Define **marketing information management and its components** (i.e. marketing information, marketing research, and marketing-information management systems). Identify the characteristics of useful marketing information and classify types of marketing information as primary or secondary. Explain the functions and benefits of a marketing-information management system.
- 6.2 Marketing Research Trends: Research key marketing research trends and discuss these trends' influence on both the **marketing planning process** and the overall **marketing plan**.
- 6.3 Marketing Research Methods: Explain **marketing research's role in information management** and identify **marketing research methods**, including primary research and primary and secondary data sources. Compare and contrast marketing research methods (e.g., survey method, experimental method, and observation method).

## 7. Risk Management and Human Resources

- 7.1. Business Risks: Identify various **business risks** (e.g., accept, transfer, mitigation, avoidance) and describe ways businesses manage risk. Provide examples of how **risk reduction or prevention** applies to the following areas:
- a. Employee screening and training
  - b. Safety conditions and safety instructions
  - c. Employee theft
  - d. Shoplifting
  - e. Reduction in workplace threats
- 7.2 Property and Liability Insurance: Compare and contrast the features of **property and liability insurance**.
- 7.3 Human Resources: Research **legal, ethical, and practical considerations** pertaining to the following **human resources topics**:
- a. Hiring (resumes, interview procedures, legal considerations, unbiased hiring practices, etc.)
  - b. Benefits and perks packages

- c. Scheduling, including vacation, sick, and paid time off
- d. Social media compliance policy
- e. Handling grievances
- f. Performance assessments, including performance improvement and rewards
- g. Promotions, transfers, and dismissals
- h. Ethics in the workplace

## 8. Economics in Marketing

- 8.1 Equity and Debt Capital: Differentiate between **equity capital and debt capital** and explain the advantages and disadvantages of each.
- 8.2 Credit Worthiness: Identify the **six C's** (i.e. character, capability, capital, collateral, coverage, and conditions) used to evaluate the **credit worthiness** of a business. Explain the role each criterion plays in a lender's ability to determine overall risk and approve financing.
- 8.3 Global Environmental Scan: Analyze the **global environment** in which businesses operate. Conduct a **global environmental scan** by selecting a country and identifying a high-growth industry within that country. Based on research gathered through the scan, create a new **product customization or adaptation** not currently on the local market.
- 8.4 Periodic Financial Analysis: Identify and understand **financial documents** included in a periodic financial analysis. Prepare examples of the following:
- a. Personal financial statement
  - b. Balance sheet
  - c. Income statement
  - d. Projected balance sheet after one year

## 9. Legal and Ethical Issues

- 9.1 Consumer and Trade Laws: Analyze the **federal statutes** on employee, consumer, and trade laws (e.g., the Sherman Antitrust Act, the Robinson-Patman Act, or the Consumer Product Safety Act) that can affect businesses.
- 9.2 Corporate Social Responsibility: Examine individual values that translate to effective **corporate social responsibility**. Investigate factors that affect corporate social responsibility programs in a **global marketplace**.

## Standards Alignment Notes

\*References to other standards include:

- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#) o Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.