



Marketing Career Cluster

1. Describe the impact of economics, economics systems and entrepreneurship on marketing.

MK 1.1: Describe fundamental economic concepts used in marketing.

MK 1.2: Explain economic systems in which marketing activities are performed.

MK 1.3: Acquire knowledge of the impact of government on business activities to make informed economic decisions.

MK 1.4: Describe economic indicators that can impact marketing activities.

MK 1.5: Describe marketing's role and function in business.

MK 1.6: Apply knowledge of business ownership to establish and continue business operations

MK 1.7: Explain production's role and function in marketing business.

MK 1.8: Explain commerce laws and regulations that affect marketing businesses.

2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

MK 2.1: Acquire a foundational knowledge of finance to understand its nature and scope.

MK 2.2: Implement accounting procedures to track money flow and to determine financial status.

MK 2.3: Analyze cost/profit relationships to guide business decision-making.

MK 2.4: Determine needed resources for a new marketing project or business venture.

MK 2.5: Manage financial resources to ensure solvency.

MK 2.6: Assess marketing strategies to improve return on marketing investment (ROMI).

3. Plan, monitor, manage and maintain the use of financial resources for marketing activities.

4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations.

MK 4.1: Describe operation's role and function in business.

MK 4.2: Implement quality-control processes to minimize errors and to expedite workflow.

MK 4.3: Implement purchasing activities to obtain business supplies, equipment and services.

MK 4.4: Maintain business records to facilitate marketing operations.

MK 4.5: Maintain property and equipment to facilitate ongoing business activities.

MK 4.6: Implement security policies/procedures to minimize chance for loss.

MK 4.7: Explain human resource laws and regulations to facilitate business operations.

MK 4.8: Explain marketing research activities to develop or revise marketing plan.

MK 4.9: Utilize marketing information to manage and perform marketing responsibilities.

5. Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.

MK 5.1: Acquire self-development skills for success in marketing careers.

MK 5.2: Develop personal traits to foster career advancement in marketing.

MK 5.3: Participate in career planning in marketing.

MK 5.4: Implement job-seeking skills to obtain employment in marketing.

MK 5.5: Utilize career-advancement activities to enhance professional development in marketing careers.

MK 5.6: Employ entrepreneurial discovery strategies in marketing.

6. Select, monitor and manage sales and distribution channels.

MK 6.1: Acquire foundational knowledge of channel management to understand its role in marketing.

MK 6.2: Manage channel activities to minimize costs and to determine distribution strategies.

7. Determine and adjust prices to maximize return while maintaining customer perception of value.

MK 7.1: Develop a foundational knowledge of pricing to understand its role in marketing.

8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

MK 8.1: Acquire a foundational knowledge of product/service management to understand its nature and scope.

MK 8.2: Generate product ideas to contribute to ongoing business success.

MK 8.3: Apply quality assurances to enhance product/service offerings.

MK 8.4: Employ product-mix strategies to meet customer expectations.

MK 8.5: Position products/services to acquire desired business image.

MK 8.6: Position company to acquire desired business image.

9. Communicate information about products, services, images and/or ideas to achieve a desired outcome.

MK 9.1: Acquire a foundational knowledge of promotion to understand its nature and scope.

MK 9.2: Describe promotional channels used to communicate with targeted audiences.

MK 9.3: Explain the use of an advertisement's components to communicate with targeted audiences.

MK 9.4: Discuss the use of public relations activities to communicate with targeted audiences.

MK 9.5: Explain the use of trade shows/expositions to communicate with targeted audiences.

MK 9.6: Manage promotional activities to maximize return on promotional efforts.

MK 9.7: Evaluate long-term and short-term results of promotional efforts.

10. Use marketing strategies and processes to determine and meet client needs and wants.

MK 10.1: Acquire a foundational knowledge of selling to understand its nature and scope.

MK 10.2: Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.

MK 10.3: Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

MK 10.4: Utilize marketing information to develop a marketing plan.

MK 10.5: Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

MK 10.6: Apply ethical actions in obtaining and providing information to acquire the confidence of others.