

Course Title: Marketing Management (EDITS)			
Course Number: 8827130			
NGSSS Benchmark	Content Focus	Number of Questions	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 32.01: Apply economic principles to marketing.			
32.01 25.01	Explain economic trends as they relate to marketing.	1	1 level 2
32.02 25.02	Explain role of the profit motive in the marketing of products.	1	1 level 2
32.03 25.03	Explain role of marketing in a free enterprise system.	1	1 level 2 1 Level 1
32.04 25.04	Describe channels of distribution for marketing. No written items!	1	
<i>Reporting Category Total</i>		4	3
Reporting Category 33.0: Apply product and service technology.			
33.03 26.03	Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.	1	1 level 3
<i>Reporting Category Total</i>		1	
Reporting Category 34.0: Demonstrate merchandising skills appropriate for marketing			
34.01 27.01	Supervise basic stock keeping techniques, such as sorting by color, size, and/or classification; and cleaning merchandise fixtures.	1	1 level 2
34.02 27.02	Supervise initiatives in maintaining stock, such as re-hanging merchandise, studying hang tags, and restocking merchandise.	1	1 level 3
34.05 27.05	Assist in preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles, and appropriate displays for given types of merchandise.	1	1 level 2
34.06 27.06	Plan a promotional campaign for a product or line to include types of media, promotional mix, and evaluation of effectiveness.	1	1 level 3
<i>Reporting Category Total</i>		4	
Reporting Category 35.0: Implement marketing operational techniques.			
35.01 28.01	Implement accident prevention techniques in work situations.	1	1 level 2
35.02 28.02	Demonstrate receiving and checking techniques.	1	1 level 2
35.03 28.03	Demonstrate techniques to prevent security problems, including correct procedures for recognizing and monitoring potential shoplifters. No written items!	1	1 level 1
35.04 28.04	Demonstrate procedures relative to employees' role in preventing internal loss.	1	1 level 1
35.06 28.06	Conduct an orientation for new employees.	1	1 level 2
<i>Reporting Category Total</i>		5	
Reporting Category 36.0: Demonstrate proficiency in applying higher level mathematical skills unique to marketing.			

36.01 29.01	Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise. No written items!	1	1 level 2
36.02 29.02	Apply standard industry formula to determine markup and markdown on merchandise or service.	1	1 level 2
36.03 29.03	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice	1	1 level 2
36.04 29.04	Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes	1	1 level 1
36.05 29.05	Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.	1	1 level 2
36.08 29.08	Calculate average items and average dollars per transaction.	1	1 level 2
<i>Reporting Category Total</i>		6 5	
Reporting Category 37.0: Apply promotional planning techniques and procedures to product marketing,			
37.01 30.01	Analyze role of promotion in marketing and merchandising.	1	1 level 2
37.02 30.02	Develop a promotion plan for a given product or situation. No written items!	1	
37.03 30.03	Develop a promotional mix for a product. No written items!	1	1 level 3
37.04 30.04	Identify the market(s) for the promotion plan. No written items!	1	1 level 2
37.05 30.05	Prepare a promotional calendar of events. No written items!	1	1 level 1
37.06 30.06	Prepare a written advertisement layout. No written items!	1	1 level 2
37.07 30.07	Select and evaluate a variety of advertising media to carry the advertising message. No written items!	2	1 level 2 or 1 level 3
37.08 30.08	Apply steps involved in planning and setting up displays. No written items!	1	1 level 2
37.10 30.10	Differentiate between promotional displays and institutional displays. No written items!	1	1 level 1
37.11 30.11	Implement strategies to be used for public relations. No written items!	1	1 level 2
<i>Reporting Category Total</i>		11 1	

Reporting Category 38: Apply entrepreneurial concepts to marketing.			
38.01 31.01	Describe importance of entrepreneurship to related industries. No written items!	1	1 level 2
38.02 31.02	Analyze advantages and disadvantages of self-employment. No written items!	1	1 level 3
38.03 31.03	Analyze risks involved in ownership of a business. No written items!	1	1 level 2
38.04 31.04	Analyze advantages and disadvantages of the primary forms of business ownership. No written items!	1	1 level 3
38.05 31.05	Discuss future prospects for entrepreneurship and intrapreneurship in marketing. No written items!	1	1 level 2
38.07	Assess personal potential to become an entrepreneur and/or	1	1 level 1

31.07	intrapreneur. No written items!		
38.08 31.08	Develop a plan to establish and open a business. No written items!	5	5 level 1
<i>Reporting Category Total</i>		11 0	
<i>Reporting Category 39.0: Apply marketing management principles .</i>			
39.01 32.01	Explain marketing management functions.	1	1 level 2
39.02 32.02	Explain how a marketing manager manages people, ideas, time, money, and materials.	1	1 level 2
39.03 32.03	Explain why effective communication is critical to the marketing manager.	1	1 level 2
39.05 32.05	Demonstrate strategies the marketing manager can use to motivate employees.	2	2 level 1
39.07 32.07	Develop a marketing plan.	1 2	1 level 1 2 Level 1
<i>Reporting Category Total</i>		6 7	

<i>Reporting Category 40: Analyze global trends in marketing.</i>			
40.01 33.01	Compare and contrast global marketing trends in selected industries.	1	1 level 3
40.02 33.02	Analyze impact of global marketing.	1	1 level 2
40.04 33.04	Analyze multicultural influences on global marketing trends.	2	1 level 2 2 Level 2
<i>Reporting Category Total</i>		4	

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Overall Percentage for Performance Tasks: 80%
Overall Percentage for Written Tasks: 20% on 20 questions

Performance Task #1	Write a Business Plan for a business of your choice or completion of a related performance task (DECA written event) selected by the student and approved by the instructor or complete assigned sections of the SBE Project.
Weighting Percent for this Task	80% <ul style="list-style-type: none"> - Identify your written event by name - Print rubric from www.deca.org
Standard/s	32.01,32.02,32.02,32.05,34.06, 36.01-36.08,37.01,37.02,37.03,37.04,37.08,37.11,37.13,38.01-38.08,39.01-39.07, 41.01-41.-3,42.04
Additional Information	All students are required to complete a written business plan. It is not required you compete at DECA with your written project, but you still must follow the requirements and rubric. You have the freedom of choosing what type of business for your business plan or related performance task (DECA written event) once approved by the instructor. Students may work in teams of 2; exception of

	teams of 3 only authorized by the instructor.
Suggested Assessment Team	Business Plan rubric is identified below. The DECA rubric will be dependent on performance task selected by the student. DECA rubrics are located at www.deca.org . high school competitive events.

Sent as attachment!