



## Marketing Career Cluster Marketing Communications Pathway Knowledge and Skill Statements

The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:

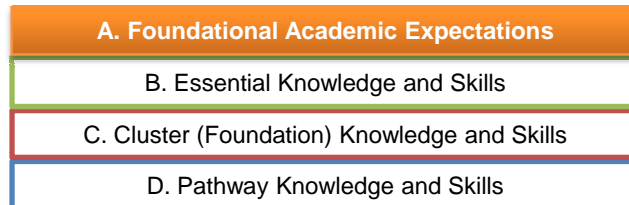


### PATHWAY DESCRIPTION

*Marketing Communications:* Marketing communications employees plan, coordinate and implement marketing strategies advertising promotion and public relations activities Because of the importance and high visibility of their jobs, these individuals often are prime candidates for advancement.

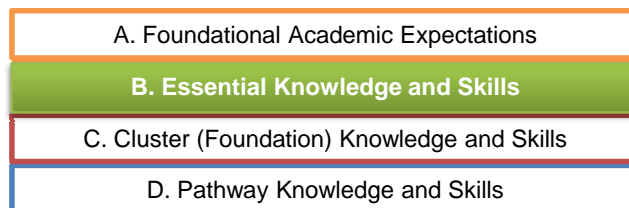
### A. FOUNDATIONAL ACADEMIC EXPECTATIONS

All secondary students should meet their state's academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.



### B. ESSENTIAL KNOWLEDGE AND SKILLS

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.



Essential Topic  
ESS01

**ACADEMIC FOUNDATIONS:** *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*



**Marketing Career Cluster**  
**Marketing Communications Pathway**  
**Knowledge and Skill Statements**

**ESS01.01 Complete required training, education, and certification to prepare for employment in a particular career field.**

- ESS01.01.01 Identify training, education and certification requirements for occupational choice.
- ESS01.01.02 Participate in career-related training and/or degree programs.
- ESS01.01.03 Pass certification tests to qualify for licensure and/or certification in chosen occupational area.

**ESS01.02 Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.02.01 Model behaviors that demonstrate active listening.
- ESS01.02.02 Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
- ESS01.02.03 Organize oral and written information.
- ESS01.02.04 Compose focused copy for a variety of written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.05 Edit copy to create focused written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.06 Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
- ESS01.02.07 Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
- ESS01.02.08 Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
- ESS01.02.09 Predict potential outcomes and/or solutions based on oral and written information regarding trends.
- ESS01.02.10 Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.

**ESS01.03 Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.03.01 Identify whole numbers, decimals, and fractions.
- ESS01.03.02 Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- ESS01.03.03 Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
- ESS01.03.04 Apply data and measurements to solve a problem.
- ESS01.03.05 Analyze Mathematical problem statements for missing and/or irrelevant data.

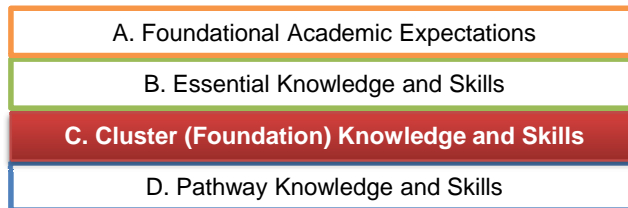


**Marketing Career Cluster  
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- ESS10.01      Employ information management techniques and strategies in the workplace to assist in decision-making.**
- ESS10.01.01      Use information literacy skills when accessing, evaluating and disseminating information.
  - ESS10.01.02      Describe the nature and scope of information management.
  - ESS10.01.03      Maintain records to facilitate ongoing business operations.
- ESS10.02      Employ planning and time management skills and tools to enhance results and complete work tasks.**
- ESS10.02.01      Develop goals and objectives.
  - ESS10.02.02      Prioritize tasks to be completed.
  - ESS10.02.03      Develop timelines using time management knowledge and skills.
  - ESS10.02.04      Use project-management skills to improve workflow and minimize costs.

**C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS**

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Marketing Cluster. Persons preparing for careers in the Marketing Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.



**Cluster Topic      ACADEMIC FOUNDATIONS: *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.***

- MKC01**
- MKC01.01      Solve mathematical problems to obtain information for marketing decision making.**
- MKC01.01.01      **Employ numbers and operations in marketing.**  
*Sample Indicators*      Recognize relationships among numbers  
    Employ mathematical operations  
    Perform computations successfully  
    Predict reasonable estimations
  - MKC01.01.02      **Apply algebraic skills in marketing.**  
*Sample Indicators*      Recognize patterns and mathematical relations  
    Use algebraic symbols to represent, solve, and analyze mathematical problems  
    Create mathematical models from real-life situations  
    Represent changes in quantities mathematically  
    Determine rate of change mathematically  
    Interpret graphical and numerical data
  - MKC01.01.03      **Employ measurement skills in marketing.**  
*Sample Indicators*      Recognize measurable attributes of objects  
    Take measurements correctly



**Marketing Career Cluster**  
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MKC01.01.04 Perform data analysis of marketing problems.

*Sample Indicators*

- Formulate questions effectively
- Collect relevant data
- Organize useful data
- Answer questions appropriately
- Employ appropriate statistical methods in data analysis
- Develop and evaluate inferences and predictions
- Apply basic concepts of probability

MKC01.01.05 Implement mathematical problem-solving techniques in marketing.

*Sample Indicators*

- Identify problem-solving techniques
- Apply a variety of problem-solving strategies
- Adjust problem-solving strategies, when needed

**MKC01.02 Understand the economic principles and concepts fundamental to business operations.**

MKC01.02.01 Describe fundamental economic concepts used in marketing.

*Sample Indicators*

- Distinguish between economic goods and services
- Explain the concept of economic resources
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Describe the functions of prices in markets

MKC01.02.02 Describe the nature of business to show its contributions to society.

*Sample Indicators*

- Explain the role of business in society
- Describe types of business activities
- Explain the organizational design of businesses
- Discuss the global environment in which businesses operate
- Describe factors that affect the business environment
- Explain how organizations adapt to today's markets

MKC01.02.03 Explain economic systems in which marketing activities are performed.

*Sample Indicators*

- Explain the types of economic systems
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition
- Describe market structures

MKC01.02.04 Acquire knowledge of the impact of government on business activities to make informed economic decisions.

*Sample Indicators*

- Determine the relationship between government and business
- Describe the nature of taxes
- Discuss the nature of monetary policy
- Discuss the supply and demand for money
- Explain the role of the Federal Reserve System
- Explain the concept of fiscal policies
- Describe the effects of fiscal and monetary policies

MKC01.02.05 Analyze cost/profit relationships to guide business decision-making.

*Sample Indicators*

- Explain the concept of productivity
- Analyze impact of specialization/division of labor on productivity
- Explain the concept of organized labor and business



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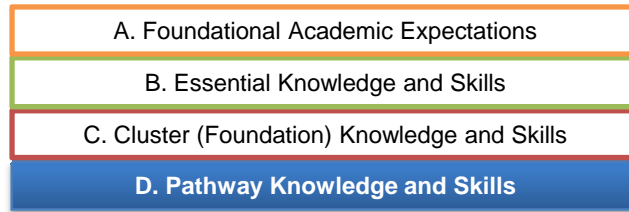
MKC10.10.03	Explain the use of an advertisement's components to communicate with targeted audiences.
<i>Sample Indicators</i>	Explain components of advertisements Explain the importance of coordinating elements in advertisements
MKC10.10.04	Discuss the use of public-relations activities to communicate with targeted audiences.
<i>Sample Indicators</i>	Identify types of public-relations activities Discuss internal and external audiences for public-relations activities
MKC10.10.05	Explain the use of trade shows/expositions to communicate with targeted audiences.
<i>Sample Indicators</i>	Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences Explain considerations used to evaluate whether to participate in trade shows/expositions
MKC10.10.06	Manage promotional activities to maximize return on promotional efforts.
<i>Sample Indicators</i>	Explain the nature of a promotional plan Coordinate activities in the promotional mix
MKC10.10.07	Evaluate long-term and short-term results of promotional efforts.
<i>Sample Indicators</i>	Identify metrics to assess results of promotional efforts Implement metrics to assess results of promotional efforts
<b>MKC10.11</b>	<b>Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities.</b>
MKC10.11.01	Acquire a foundational knowledge of selling to understand its nature and scope.
<i>Sample Indicators</i>	Explain the nature and scope of the selling function Explain the role of customer service as a component of selling relationships Explain key factors in building a clientele Explain company selling policies Explain business ethics in selling Describe the use of technology in the selling function Describe the nature of selling regulations
MKC10.11.02	Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.
<i>Sample Indicators</i>	Acquire product information for use in selling Analyze product information to identify product features and benefits
MKC10.11.03	Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
<i>Sample Indicators</i>	Explain the selling process Discuss motivational theories that impact buying behavior

## **D. PATHWAY KNOWLEDGE AND SKILLS**

The following knowledge and skill statements apply to all careers in the Marketing Communications Pathway. The statements are organized within fifteen topics.



**Marketing Career Cluster  
Marketing Communications Pathway  
Knowledge and Skill Statements**



**Pathway Topic  
MKPA01      BUSINESS LAW**

**MKPA01.01      Understand business's responsibility to know and abide by laws and regulations that affect business operations and transactions.**

MKPA01.01.01      Acquire information about marketing communication laws and regulations.

*Sample Indicators*      Explain the nature of contract exclusivity  
Describe methods used to protect intellectual property

**Pathway Topic  
MKPA02      COMMUNICATION SKILLS**

**MKPA02.01      Understand the concepts, strategies, and systems used to obtain and convey ideas and information in marketing communications.**

MKPA02.01.01      Apply verbal skills in marketing communications.  
*Sample Indicators*      Make client presentations (includes strategies and research findings)

MKPA02.01.02      Write effectively in marketing communications.  
*Sample Indicators*      Prepare contact reports  
Write white papers  
Write pitch/sales letters  
Write new-business pitches  
Write content for use on the Web  
Write management reports

MKPA02.01.03      Communicate with marketing communications staff to clarify objectives.

*Sample Indicators*      Participate in problem-solving groups  
Conduct creative briefing  
Conduct planning meetings

**Pathway Topic  
MKPA03      EMOTIONAL INTELLIGENCE**

**MKPA03.01      Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others in marketing communications.**

MKPA03.01.01      Use communication skills in marketing communications.  
*Sample Indicators*      Apply ethics to online communications  
Gain commitment from client