

Year 2 Marketing Applications, Semester 1

Unit 1: Marketing Basics

Why are professional and ethical standards in marketing necessary?	PD:137 Explain the need for professional and ethical standards in marketing (SP)	3 days
What can employees do to help a company reach its goals?	LAP MK 15 Act Now! MK:015 Discuss actions employees can take to achieve the company's desired results (SP) LAP MK 19 Just Do It...Right MK:019 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)	5 days
What factors impact buying behavior?	LAP MK 14 Cause and Effect MK:014 Explain factors that influence customer/client/business buying behavior (SP)	3 days

Unit 2 Market Planning

How do marketers plan for the future?	MP:006 Explain the nature of marketing planning (SP) LAP MP 7 A Winning Plan MP:007 Explain the nature of marketing plans (SP)	5 days
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Unit 3 Marketing-Information Management

What data do marketers use, and where do those data come from?	LAP IM 184 Data Diving IM:184 Identify data monitored for marketing decision making (SP)	2 days
What is marketing-information management?	LAP IM 2 Get the Facts Straight IM:001 Explain the nature and scope of the marketing-information management function (SP) LAP IM 25 Info With Integrity IM:025 Explain the role of ethics in marketing-information management (SP) IM:183 Describe the use of technology in the marketing-information management function (SP) IM:419 Describe the regulation of marketing-information management (SP)	10 days

What is marketing research?	LAP IM 10 Seek and Find IM:010 Explain the nature of marketing research (SP) LAP IM 282 What's the Problem IM:012 Discuss the nature of marketing research problems/issues (SP)	5 days
How do marketers obtain marketing research data?	LAP IM 284 Better By Design IM:284 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) LAP IM 281 What's the Source IM:281 Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) LAP IM 285 Take Your Pick IM:285 Discuss the nature of sampling plans (i.e., who, how many, how chosen) LAP IM 289 Hunting and Gathering IM:289 Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (SP)	10 days
Unit 4 Product-Service Management		
What is product/service management?	LAP PM 1 Serving Up Products PM:001 Explain the nature and scope of the product/service management function (SP) LAP PM 24 Get a Life PM:024 Identify the impact of product life cycles on marketing decisions (SP) PM:039 Describe the use of technology in the product/service management function (SP) LAP 40 Safe and Sound PM:040 Explain business ethics in product/service management (SP)	10 days

How do marketers assure customers of the quality of their products/services?	LAP PM 917 Protect and Serve PM:017 Identify consumer protection provisions of appropriate agencies (SP) LAP PM 19 Raise the Bar PM:019 Describe the uses of grades and standards in marketing (CS) LAP PM 920 Promises, Promises PM:020 Explain warranties and guarantees (CS)	8 days
What processes do marketers used to identify new product ideas?	PM:134 Identify product opportunities (SP) LAP PM 127 Unleash Your Mind PM:127 Identify methods/techniques to generate a product idea (SP) PM:128 Generate product ideas (SP)	8 days
How do marketers determine what products and services to offer?	LAP PM 3 Mix and Match PM:003 Explain the concept of product mix (SP) PM:041 Describe the nature of product bundling (SP)	5 days

Year 2 Marketing Applications, Semester 2

Unit 5: Branding & Positioning

What role does branding play in business success?	LAP PM 206 Corporate Identity PM:206 Explain the nature of corporate branding (SP) PM:207 Describe factors used by businesses to position corporate brands (SP) PM:277 Identify customer touch points (SP) LAP PM 42 Getting Piece of Mind PM:042 Describe factors used by marketers to position products/services (SP) LAP PM 21 It's a Brand, Brand, Brand World! PM:021 Explain the nature of product/service branding (SP) PM:276 Describe the role of customer voice in branding (SP)	15 days
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Unit 6: Pricing

What does pricing a product entail?	LAP PI 1 The Price Is Right PI:001 Explain the nature and scope of the pricing function (SP) LAP PI 15 Pricing With Purpose PI:015 Describe the role of business ethics in pricing (SP) PI:016 Explain the use of technology in the pricing function (SP) PI:017 Explain legal considerations for pricing (SP) LAP PI 902 Make Cents PI:002 Explain factors affecting pricing decisions (SP)	13 days
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Unit 7: Promotion		
How do marketers promote their products?	LAP PR 903 Spread the Word PR:003 Identify the elements of the promotional mix (SP) LAP PR 99 Fear Factor PR:099 Describe the use of business ethics in promotion (SP) PR:100 Describe the use of technology in the promotion function (SP) PR:101 Describe the regulation of promotion (SP)	10 days
What makes an advertisement effective?	LAP PR 7 Ad-quipping Your Business PR:007 Explain types of advertising media (SP) PR:014 Explain the components of advertisements (SP) PR:251 Explain the importance of coordinating elements in advertisements (SP)	8 days
What other promotional channels can marketers use to promote their products/services?	PR:247 Describe word-of-mouth channels used to communicate with targeted audiences (SP) PR:089 Explain the nature of direct marketing channels (SP) PR:249 Identify communications channels used in sales promotion (SP)	8 days
Unit 8: Communication		
What role do public-relations activities play in communicating with targeted audiences?	PR:250 Explain communications channels used in public-relations activities (SP) PR:252 Identify types of public-relations activities (SP) PR:253 Discuss internal and external audiences for public relations activities (SP)	8 days

How do marketers use written communications to promote their products/services?	CO:016 Explain the nature of effective written communication (CS) CO:088 Select and utilize appropriate formats for professional writing (CS) CO:089 Edit and revise written work consistent with professional standards (CS) CO:090 Write professional emails (CS) CO:133 Write business letters (CS) CO:039 Write informational messages (CS) CO:040 Write inquiries (CS)	18 days
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