Marketing Management
Essential Learning Outcomes

Course Duration: Semester*
Grade Level: 11/12
Honors Level

*Students must have at least one other course from the Business and Marketing Department

Learner Outcome #1 (4 weeks)
Demonstrate the ability to gather, access, synthesize, and evaluate information used for making business and marketing decisions.

Targets:

1. Describe the need for marketing information.
2. Identify sources of primary and secondary data
3. Examine research techniques
4. Determine successful research types of a given problem
5. Utilize Likert scales, semantic differential scales, behavior intention scales and rank order scales.
6. Implement a market research survey, observation or data
7. Collect data
8. Identify sources of error and bias
9. Prepare a technical marketing report

Learner Outcome #2 (4 weeks)
Understand the concept and strategies utilized to determine and target market strategies

Targets:

1. Conduct a market analysis
2. Conduct a SWOT (Strength, Weakness, Opportunity, and Threat) analysis for use in the marketing planning process.
3. Conduct a competitive analysis
4. Set marketing goals and objectives
5. Develop a marketing plan

Learner Outcome #3

Understand and demonstrate aspects of management within business and marketing.

Operations Management (3 weeks)
Targets:

1. Explain the importance of operations in a role of management
2. Describe the use of technology in operations
3. Research noncompliance with business health and safety regulations
4. Identify potential safety issues
5. Establish safety policies and procedures

Project Management (3 weeks)
Targets:

1. Identify resources needed for projects
2. Develop a project plan
3. Apply project management tools to monitor project management
4. Evaluate project results

Digital Information Management (2 weeks)
Targets:

1. Assess information needs
2. Evaluate quality and source of information
3. Apply information to accomplish a task

Human Resource Management (3 weeks)
Targets:

1. Assist employees with prioritizing work responsibilities
2. Delegate work to others
3. Coordinate efforts of cross-functional teams to achieve goals
4. Determine hiring needs
5. Research hiring laws
6. Screen job applications/resumes
7. Select and hire new employees

Learner Outcome #4 (3 weeks)
Implement leadership skills to achieve workplace objectives and manage internal and external business relationships.

Targets:

1. Explain concept of leadership in business
2. Determine personal vision
3. Demonstrate adaptability to business situations
4. Recognize/reward others for their efforts and contributions

5. Maintain collaborative partnerships with colleagues.

Learner Outcome #5 (4 weeks)
Understand the concept and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities

Targets:
1. Generate product ideas
2. Determine initial feasibility of product idea
3. Adjust idea to create functional product
4. Identify product to fulfill a customer need
5. Plan a product mix
6. Build product/service brand

Learner Outcome #6 (2 weeks)
Understand concepts, tools, and strategies used to explore, obtain, and develop in a business career.

Targets:
1. Analyze employer expectations in the business environment
2. Explain the rights of workers
3. Identify sources of career information
4. Explain employment opportunities in business.

Learner Outcome #7 (4 weeks)
Understand the tools, techniques, and systems that affect strategic marketing and management.

Targets:
1. Explain the nature of a business plan
2. Develop company goals and objectives
3. Define business mission
4. Conduct and organizational SWOT (Strengths/Weakness/Opportunities/Threats)
5. Explain external planning considerations
6. Develop business action plans