

# Strategic Marketing (8130)

## Examining Marketing and Business SM.1

- 1 Examine current events and trends that affect marketing. SM.1.1
- 2 Analyze the effects of marketing trends on a selected business or product. SM.1.2
- 3 (Optional) Describe the influence of environmental issues on marketing. SM.1.3
- 4 Explain elements of ethical decision-making. SM.1.4
- 5 (Optional) Present solutions to address unfair business practices. SM.1.5

## Communicating in the Workplace SM.2

- 1 Explain the importance of follow-up communication. SM.2.1
- 2 Report information/data in a written document. SM.2.2
- 3 Report information/data in an oral presentation accompanied by visual aids. SM.2.3
- 4 Demonstrate examples of professional communication skills. SM.2.4
- 5 (Optional) Present an electronic device policy for the workplace. SM.2.5

## Developing Professionalism in the Workplace SM.3

- 1 Apply time-management strategies. SM.3.1
- 2 Identify the steps in negotiation and their use in the workplace. SM.3.2
- 3 Identify the characteristics of leaders. SM.3.3
- 4 Identify the importance of continuing professional development activities for all employees. SM.3.4
- 5 (Optional) Propose changes to an employee handbook. SM.3.5

## Understanding Entrepreneurship SM.4

- 1 (Optional) Explain the concept of entrepreneurship. SM.4.1
- 2 (Optional) Describe the need for entrepreneurial innovation. SM.4.2
- 3 (Optional) Summarize challenges faced by entrepreneurs. SM.4.3

## Understanding Economics SM.5

- 1 Explain the effects of economic change on business and employment. SM.5.1

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- 2 Analyze the role of government in business and the economy.** SM.5.2
  - 3 Describe the effects of global marketing on businesses in the United States.** SM.5.3
  - 4 Describe the phases of the business cycle.** SM.5.4
  - 5 Explain productivity and its effects on individual businesses and the economy as a whole.** SM.5.5
  - 6 Predict price changes based on supply and demand.** SM.5.6
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**Developing  
Management Skills** SM.6

- 1 Describe the functions and levels of management.** SM.6.1
  - 2 Explain the process of hiring, orienting, and training employees.** SM.6.2
  - 3 (Optional) Identify strategies for motivating employees.** SM.6.3
  - 4 Explain appropriate methods of communicating with employees.** SM.6.4
  - 5 Explain the importance of managing a diverse workforce.** SM.6.5
  - 6 Explain the process of handling employee complaints.** SM.6.6
  - 7 Explain the process of remedial action.** SM.6.7
  - 8 Outline the procedure for conducting an employee evaluation.** SM.6.8
  - 9 Describe legal aspects of personnel management.** SM.6.9
  - 10 (Optional) Apply decision-making skills to management situations.** SM.6.10
  - 11 Describe benefits and challenges of managing a global business.** SM.6.11
  - 12 Explain the importance of financial statements in decision-making.** SM.6.12
  - 13 Interpret financial statements.** SM.6.13
  - 14 Explain the importance of a marketing budget.** SM.6.14
  - 15 Create a marketing budget.** SM.6.15
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**Managing Marketing  
Information** SM.7

- 1 Explain the importance of analyzing data.** SM.7.1
- 2 Explain the nature of sales forecasts.** SM.7.2
- 3 Explore opportunities for research and professional development.** SM.7.3
- 4 Conduct a marketing research project.** SM.7.4
- 5 Prepare a marketing research report.** SM.7.5

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**6 Present marketing research findings and recommendations.** SM.7.6

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**Developing  
Product/Service  
Planning Skills** SM.8

- 1 Analyze the life cycle of an existing product/service.** SM.8.1
  - 2 Analyze a product line and a brand extension.** SM.8.2
  - 3 Create a product extension for an existing product.** SM.8.3
  - 4 (Optional) Modify an existing branding strategy.** SM.8.4
  - 5 (Optional) Create a branding strategy for a fictitious business.** SM.8.5
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**Understanding  
Product/Service  
Positioning** SM.9

- 1 Describe the competitive positioning of an existing product/service.** SM.9.1
  - 2 (Optional) Analyze competitive strategies between similar businesses.** SM.9.2
  - 3 Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis.** SM.9.3
  - 4 Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product/service.** SM.9.4
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**Examining Channel  
Management** SM.10

- 1 (Optional) Explain the inventory handling process.** SM.10.1
  - 2 (Optional) Explain inventory control systems.** SM.10.2
  - 3 (Optional) Compare common shipping and storing methods.** SM.10.3
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**Pricing Products and  
Services** SM.11

- 1 Identify the psychological effects of pricing.** SM.11.1
  - 2 Explain the effects of price on profitability.** SM.11.2
  - 3 Explain the concept of markup/markdown and how it relates to profit and loss.** SM.11.3
  - 4 Apply formulas for pricing to calculate markup and markdown.** SM.11.4
  - 5 Calculate breakeven point in units and dollars.** SM.11.5
  - 6 Calculate gross and net profit.** SM.11.6
  - 7 (Optional) Explain how pricing is determined in not-for-profit organizations.** SM.11.7
  - 8 Describe the roles of laws and ethics in pricing.** SM.11.8
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**Applying the  
Promotional Mix** SM.12

- 1 Identify internal and external methods of promoting sales for a selected product/service.** SM.12.1

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- 2 (Optional) Identify communications channels to reinforce company image and support financial investment.** SM.12.2
  - 3 Develop a promotional plan or campaign for a business-to-business (B2B) or consumer product/service.** SM.12.3
  - 4 Explain strategies for developing media outreach and public relations.** SM.12.4
  - 5 Identify social media platforms that can be used to promote a business or product.** SM.12.5
  - 6 Create a plan for introducing social media promotion.** SM.12.6
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### **Purchasing Products and Services** SM.13

- 1 Explain the role of a merchandising plan in purchasing products and services.** SM.13.1
  - 2 Explain the elements of a merchandising plan.** SM.13.2
  - 3 Compare the merchandising strategies of two businesses with similar products and different target markets.** SM.13.3
  - 4 Analyze forms used in purchasing.** SM.13.4
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### **Implementing Risk Management** SM.14

- 1 Develop strategies for reducing shrinkage.** SM.14.1
  - 2 Explain the importance of protecting intellectual property.** SM.14.2
  - 3 Describe the legal aspects of marketing management.** SM.14.3
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### **Selling Products and Services** SM.15

- 1 Use buying motives of businesses as the basis for sales presentations.** SM.15.1
  - 2 Create a planogram for an identified business.** SM.15.2
  - 3 Analyze methods used in developing long-term sales relationships.** SM.15.3
  - 4 Explain key factors in building and retaining a clientele.** SM.15.4
  - 5 (Optional) Explain the uses of a prospect list.** SM.15.5
  - 6 Analyze innovative customer service, using case studies.** SM.15.6
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### **Examining Financing** SM.16

- 1 (Optional) Identify legal considerations in extending credit.** SM.16.1
  - 2 (Optional) Identify the benefits and costs of extending credit.** SM.16.2
  - 3 Explain cost analysis.** SM.16.3
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## Preparing for Business Operations SM.17

- 1 Analyze the components of a business plan.** SM.17.1

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- 3 Analyze the components of a marketing plan.** SM.17.3

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- 2 Develop a business plan.** SM.17.2

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- 4 Develop a marketing plan for a selected product or service.** SM.17.4

## Developing a Career SM.18

- 1 Research career trends and opportunities in marketing.** SM.18.1

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- 2 (Optional) Update a personal marketing plan.** SM.18.2

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- 3 (Optional) Prepare a career development plan.** SM.18.3

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- 4 Explore postsecondary training and educational opportunities.** SM.18.4

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- 5 Update an electronic résumé and portfolio.** SM.18.5

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- 6 Update a cover letter.** SM.18.6

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- 7 Participate in a mock interview.** SM.18.7

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- 8 (Optional) Describe the role of professional/trade organizations in career development.** SM.18.8

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- 9 (Optional) Demonstrate networking skills for professional development.** SM.19