

Career and Technical Education Course Blueprint

Marketing Education

6626 Strategic Marketing

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Career and Technical Education
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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact marketingeducation@dpi.state.nc.us for more information.

CTE Course Blueprint

A CTE Course Blueprint lays out the framework of the curriculum for a given course.

The CTE Course Blueprint includes units of instruction, competencies in each unit, and the specific objectives for each competency. The CTE Course Blueprint illustrates the relative weight of the units, competencies, and objectives within the course. Each competency and objective reflects the intended level of learning through two dimensions that reflect the Revised Bloom's Taxonomy (RBT). The Knowledge Dimension is represented with letters A-D, and the Cognitive Process Dimension is represented by numbers 1-6.

The CTE Course Blueprint should be used by teachers to plan the course of work for the year, prepare daily lesson plans, and construct instructionally valid interim assessments. Statewide assessments are aligned directly with the CTE Course Blueprint. This CTE Course Blueprint and other aligned curriculum products and assessments are developed using the Revised Bloom's Taxonomy.

For additional information about this blueprint, contact Career and Technical Education, North Carolina Department of Public Instruction, 6358 Mail Service Center, Raleigh, North Carolina 27699-6358.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

Interpretation of Columns on CTE Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (two digits); Obj.=Objective number (unique course identifier plus competency number and two-digit objective number).
2	Unit Titles/Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The learner will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Local Use	Space for use by Local Education Agencies
4	Course Weight	Shows the relative importance of each objective, competency, and unit. Course weight is used to help determine the percentage of total class time that is spent on each objective.
5	RBT Designation	Classification of outcome behavior in competency and objective statements in Dimensions according to the Revised Bloom's Taxonomy. (Cognitive Process Dimension: 1 Remember, 2 Understand, 3 Apply, 4 Analyze, 5 Evaluate, 6 Create) (Knowledge Dimension: A Factual Knowledge, B Conceptual Knowledge, C Procedural Knowledge, D Metacognitive Knowledge)
6	Integrated Skill Area	Shows links to other academic areas. Integrated skills codes: A=Arts; E=English Language Arts; CD=Career Development; CS=Information/Computer Skills; H=Healthful Living; M=Math; SC=Science; SS=Social Studies
7	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated "Core" must be included in the Annual Planning Calendar and are assessed on the statewide assessments.

Career-Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

MARKETING EDUCATION
COURSE BLUEPRINT for 6626 STRATEGIC MARKETING
 (Recommended hours of instruction: 135-180)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Local Use	Course Weight	RBT Designation	Integrated Skill Areas	Core Supp
1	2	3	4	5	6	7
	Total Course Weight		100%			
A	MARKETING, BUYING BEHAVIOR, AND MARKETING RESEARCH		36%			
SM01.00	Understand the impact of marketing on society.		12%	B2	E/SS	
SM01.01	Remember the key marketing terms and the marketing mix.		2%	A1	E/SS	Core
SM01.02	Exemplify marketing philosophies and strategic planning.		3%	B2	E/SS	Core
SM01.03	Understand social responsibility, ethics, and the external marketing environment.		4%	B2	E/SS	Core
SM01.04	Exemplify customer relationship management.		3%	B2	E/SS	Core
SM02.00	Apply procedures used in buying behavior.		13%	C3	E/SS	
SM02.01	Understand consumer and business buying behavior.		5%	B2	E/SS	Core
SM02.02	Apply procedures used to complete the consumer and business buying decision process.		3%	C3	E/SS	Core
SM02.03	Understand market segmentation, targeting, and positioning and the impact on buying behavior.		5%	B2	E/SS	Core
SM03.00	Apply procedures to manage marketing information.		11%	C3	CS/E/SS	
SM03.01	Understand marketing decision support systems.		3%	B2	E/SS	Core
SM03.02	Apply procedures to research and use marketing information.		8%	C3	CS/E/SS	Core
B	PRODUCTS, PRICING, AND PROMOTION		44%			
SM04.00	Understand procedures to develop and manage products.		11%	C2	E/SS	
SM04.01	Understand products, branding, and services marketing.		8%	B2	E/SS	Core
SM04.02	Understand procedures for new product development and the product life cycle.		3%	C2	E/SS	Core
SM05.00	Understand pricing procedures.		8%	C2	E/M/SS	
SM05.01	Exemplify the concepts that determine price.		4%	B2	E/M/SS	Core
SM05.02	Understand how to set a price for a product or service.		4%	C2	E/M/SS	Core
SM06.00	Understand promotion.		25%	B2	A/CS/E/SS	
SM06.01	Understand marketing communications.		3%	B2	E/SS	Core
SM06.02	Understand advertising, public relations, sales promotion, and personal selling.		22%	B2	A/CS/E/SS	Core

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Local Use	Course Weight	RBT Designation	Integrated Skill Areas	Core Supp
1	2	3	4	5	6	7
C	LOGISTICS MANAGEMENT AND GLOBAL MARKETING		20%			
SM07.00	Understand marketing channels, supply chain management, and retail operations.		8%	B2	E/SS	
<i>SM07.01</i>	<i>Exemplify marketing channels and supply chain management.</i>		<i>5%</i>	<i>B2</i>	<i>E/SS</i>	<i>Core</i>
<i>SM07.02</i>	<i>Classify retail operations.</i>		<i>3%</i>	<i>B2</i>	<i>E/SS</i>	<i>Core</i>
SM8.00	Understand global marketing.		12%	B2	E/SS	
<i>SM8.01</i>	<i>Understand global factors impacting companies.</i>		<i>6%</i>	<i>B2</i>	<i>E/SS</i>	<i>Core</i>
<i>SM8.02</i>	<i>Understand global market entry strategies and the global marketing mix.</i>		<i>6%</i>	<i>B2</i>	<i>E/SS</i>	<i>Core</i>