

VoCATS Course Blueprint

MARKETING EDUCATION

ME 6622 Marketing Management

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Office of Curriculum and School Reform
Secondary Education Division*

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Business and industry representatives have reviewed this blueprint for technical content and appropriateness for the industry. Contact MarketingEducation@dpi.state.nc.us for more information.

VoCATS Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the cognitive and performance weight of the objective within the course.

The 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 course blueprint.

For additional information about this blueprint, contact program area staff. For additional information about VoCATS, contact program area staff or VoCATS, Career-Technical Education, Secondary Education Division, North Carolina Department of Public Instruction, 6359 Mail Service Center, Raleigh, North Carolina 27699-6359, VoCATS@dpi.state.nc.us.

Interpretation of Columns on VoCATS 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	Time Hrs	Space for teachers to calculate time to be spent on each objective based on the course blueprint, their individual school schedule, and analysis of students' previous knowledge on the topic.
4&5	<u>Course Weight</u> Cognitive Performance	Shows the relative importance of each objective, competency, and unit. Weight is broken down into two components: cognitive and performance. Add the cognitive and performance weights shown for an objective in columns 4 and 5 to determine its total course weight. Course weight is used to help determine the percentage of total class time that is spent on each objective. The breakdown in columns 4 and 5 indicates the relative amount of class time that should be devoted to cognitive and performance activities as part of the instruction and assessment of each objective. Objectives with performance weight should include performance activities as part of instruction and/or assessment.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Performance)
7	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.
8	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.

MARKETING EDUCATION
COURSE BLUEPRINT for ME 6622 MARKETING MANAGEMENT
 (Recommended hours of instruction: 135-180)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The learner will be able to:)	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
		Cognitive	Performance			
1	2	4	5	6	7	8
	Total Course Weight	100%				
A	LEADERSHIP AND SUPERVISION					
MR01.00	Understand the concept of leadership.	7		C2	CD/CS	Core
MR01.01	<i>Recognize personal traits and special skills important for effective leadership.</i>	3		C1	CD	Core
MR01.02	<i>Compare leadership styles.</i>	2		C2	CD	Core
MR01.03	<i>Exemplify the steps in effective decision making.</i>	2		C2	CD/CS	Core
MR02.00	Understand the management process.	8		C2	CD	Core
MR02.01	<i>Recognize the four functions of management.</i>	4		C1	CD	Core
MR02.02	<i>Classify responsibilities at various levels of management.</i>	2		C2	CD	Core
MR02.03	<i>Understand the relationship between company objectives and the management process.</i>	2		C2	CD	Core
B	HUMAN RESOURCE MANAGEMENT					
MR03.00	Understand the importance of recruiting, retaining, interviewing, selecting, orienting, and training employees.	7		C2	CD/E	Core
MR03.01	<i>Recognize the importance of recruiting and retaining employees.</i>	2		C1	CD	Core
MR03.02	<i>Understand the importance of interviewing and selecting new employees.</i>	3		C2	CD/E	Core
MR03.03	<i>Understand the importance of orienting and training employees.</i>	2		C2	CD/E	Core
MR04.00	Understand the roles of laws, regulations, communication, and evaluation in human resource management.	11		C2	CD/CS/E/ H/SS	Core
MR04.01	<i>Summarize labor laws and regulations that affect employees and management.</i>	4		C2	CD/H/SS	Core
MR04.02	<i>Explain the relationship between communication and employee morale, motivation, and productivity.</i>	4		C2	CD/E	Core

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		Cognitive	Performance			
1	2	4	5	6	7	8
MR04.03	Compare employee performance evaluations.	3		C2	CD/CS/E	Core
C	ECONOMIC FOUNDATIONS AND FINANCING					
MR05.00	Understand the economic foundations of marketing management.	11		C2	CD/M/SS	Core
MR05.01	Exemplify the stages in a business cycle.	2		C2	CD/SS	Core
MR05.02	Explain the relationship between economic measurements and economic growth.	2		C2	CD/M/SS	Core
MR05.03	Understand categories, advantages, and disadvantages of specialized and organized labor.	2		C2	CD/SS	Core
MR05.04	Summarize global marketing and international trade.	5		C2	CD/SS	Core
MR06.00	Understand the role of financing in marketing management.	4		C2	CD/CS/M	Core
MR06.01	Compare records used in business.	2		C2	CD/CS/M	Core
MR06.02	Recognize types of budgets and their use in achieving efficient business operation.	2		C1	CD	Core
D	MARKETING INFORMATION MANAGEMENT					
MR07.00	Analyze the importance of information management as a tool for making critical business decisions.	10	4	C3P	CD/CS/E	Core
MR07.01	Recognize the need for marketing information.	1		C1	CD/CS/E	Core
MR07.02	Interpret information to make effective business decisions.	5		C2	CD/CS/E	Core
MR07.03	Summarize techniques for processing marketing information.	2		C2	CD/CS/E	Core
MR07.04	Analyze marketing plans.	2	4	C3P	CD/CS/E	Core
E	PRODUCT/SERVICE MANAGEMENT AND PRICING					
MR08.00	Understand product/service management.	14		C2	CD/E	Core
MR08.01	Understand product/service management as a function of marketing.	2		C2	CD	Core
MR08.02	Summarize product assortments for ongoing business success.	4		C2	CD/E	Core
MR08.03	Classify quality assurances.	3		C2	CD/E	Core
MR08.04	Exemplify product positioning to acquire desired business image and meet customer expectations.	5		C2	CD/E	Core

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		Cognitive	Performance			
1	2	4	5	6	7	8
MR09.00	Analyze pricing.	6	4	C3P	CD/CS/M	Core
<i>MR09.01</i>	<i>Understand the foundations of pricing.</i>	<i>1</i>		<i>C2</i>	<i>CD/M</i>	<i>Core</i>
<i>MR09.02</i>	<i>Exemplify pricing objectives, policies, and strategies.</i>	<i>4</i>		<i>C2</i>	<i>CD/M</i>	<i>Core</i>
<i>MR09.03</i>	<i>Implement pricing objectives, policies, and strategies.</i>	<i>1</i>	<i>4</i>	<i>C3P</i>	<i>CD/CS/M</i>	<i>Core</i>
F	MANAGEMENT OF DISTRIBUTION, PROMOTION, AND SELLING					
MR10.00	Analyze the management of distribution, promotion, and selling.	11	3	C3P	A/CD/E/ M	Core
<i>MR10.01</i>	<i>Classify channel member relationships.</i>	<i>2</i>		<i>C2</i>	<i>CD</i>	<i>Core</i>
<i>MR10.02</i>	<i>Summarize management of the distribution process.</i>	<i>2</i>		<i>C2</i>	<i>CD</i>	<i>Core</i>
<i>MR10.03</i>	<i>Organize promotional activities to maximize return.</i>	<i>2</i>	<i>3</i>	<i>C3P</i>	<i>A/CD/E</i>	<i>Core</i>
<i>MR10.04</i>	<i>Summarize sales management.</i>	<i>5</i>		<i>C2</i>	<i>CD/E/M</i>	<i>Core</i>