

VoCATS Course Blueprint

Marketing Education

6665 Marketing Technology and Media

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

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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact amichael@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, 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 the VoCATS Competency Achievement Tracking System, contact program area staff or VoCATS, Career-Technical Education, Division of Instructional Services, North Carolina Department of Public Instruction, 6358 Mail Service Center, Raleigh, North Carolina 27699-6358, 919.807.3876, email: rwelfare@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	Course Weight 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..

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Marketing Education
COURSE BLUEPRINT for 6665 MARKETING TECHNOLOGY AND MEDIA
(Recommended hours of instruction: 135-180)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2	3	4	5	6	7	8
	Total Course Weight		80%	20%			
A	PRINCIPLES OF MARKETING TECHNOLOGY AND MARKETING RESEARCH		17%	10%			
MT01.00	Understand the principles of marketing technologies.		4%	3%	C3P	A/E/CS/SS	Core
MT01.01	Recognize the components of the Marketing Technology and Media course. (SUPPLEMENTAL).		SUPPLEMENTAL				
MT01.02	Remember the evolution of technologies used in marketing.		2%		C1	A/E/CS/SS	Core
MT01.03	Explain how different forms of technology are used as marketing tools.		2%		C2	A/E/CS/SS	Core
MT01.04	Research current trends in marketing technologies.			3%	C3P	A/E/CS/SS	Core
MT02.00	Apply the concepts of marketing research.		13%	7%	C3P	E/CS/SS	Core
MT02.01	Recognize database marketing and its components.		2%		C2	E/CS/SS	Core
MT02.02	Understand how marketing research is used by companies to make decisions.		2%		C2	E/CS/SS	Core
MT02.03	Explain research factors that influence the marketing environment.		2%		C2	E/CS/SS	Core
MT02.04	Explain marketing information systems.		2%		C2	E/CS/SS	Core
MT02.05	Explain privacy issues associated with marketing research.		2%		C2	E/CS/SS	Core
MT02.06	Classify the stages of marketing research.		3%		C2	E/CS/SS	Core
MT02.07	Conduct marketing research.			7%	C3P	E/CS/SS	Core
B	MARKETING INFORMATION MANAGEMENT AND CONSUMER BUYING MOTIVES		15%	0%			
MT03.00	Understand the impact of marketing information management.		7%	0%	C2	E/CD/CS/SS	Core
MT03.01	Explain how e-marketing utilizes marketing information.		2%		C2	E/CD/CS/SS	Core
MT03.02	Explain the importance of security for e-marketers and online consumers.		2%		C2	E/CD/CS/SS	Core
MT03.03	Summarize privacy issues in e-marketing.		3%		C2	E/CS/SS	Core
MT04.00	Analyze consumer behavior and buying motives.		8%	0%	C3	A/E/CS/SS	Core
MT04.01	Summarize the components of consumer behavior.		2%		C2	A/E/CS/SS	Core
MT04.02	Differentiate between factors that influence consumer behavior.		3%		C3	A/E/CS/SS	Core
MT04.03	Summarize the characteristics of personality.		3%		C2	A/E/CS/SS	Core

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2	3	4	5	6	7	8
C	POSITIONING, BRANDING, AND THE MARKETING MIX		21%	7%			
MT05.00	Understand positioning and branding.		10%	0%	C2	A/E/CS/SS	Core
MT05.01	Explain branding and brand strategies.		3%		C2	A/E/CS/SS	Core
MT05.02	Classify sources of brand equity.		3%		C2	A/E/CS/SS	Core
MT05.03	Explain positioning on the Internet.		2%		C2	A/E/CS/SS	Core
MT05.04	Explain competitive positioning.		2%		C2	A/E/CS/SS	Core
MT06.00	Analyze the impact of marketing technologies on the marketing mix.		11%	7%	C3P	E/CD/CS/SS	Core
MT06.01	Contrast the traditional marketing mix to the e-marketing mix.		2%		C2	E/CD/CS/SS	Core
MT06.02	Discuss the major types of Internet marketplaces.		2%		C2	E/CD/CS/SS	Core
MT06.03	Understand the advantages and disadvantages of a virtual store.		3%		C2	E/CD/CS/SS	Core
MT06.04	Explain the dynamics of communication with marketing technologies.		2%		C2	E/CD/CS/SS	Core
MT06.05	Explain the dynamics of the promotional mix.		2%	2%	C2P	E/CD/CS/SS	Core
MT06.06	Create online promotional materials.			5%	C3P	E/CD/CS/SS	Core
D	PRICING STRATEGIES, DISTRIBUTION, AND CRM		27%	3%			
MT07.00	Analyze pricing strategies.		15%	0%	C2	E/CS/M/SS	Core
MT07.01	Summarize the steps in price planning.		3%		C2	E/CS/M/SS	Core
MT07.02	Explain the dynamics of price planning.		4%		C2	E/CS/M/SS	Core
MT07.03	Implement pricing concepts.		2%		C2	E/CS/M/SS	Core
MT07.04	Explain pricing policies and the product life cycle.		3%		C2	E/CS/M/SS	Core
MT07.05	Summarize how to determine prices.		3%		C2	E/CS/M/SS	Core
MT08.00	Understand technology's role in the distribution of products.		6%	0%	C2	E/CS/SS	Core
MT08.01	Summarize the channels of distribution in e-Marketing.		2%		C2	E/CS/SS	Core
MT08.02	Explain the use of auctions in e-distribution.		2%		C2	E/CS/SS	Core
MT08.03	Summarize the order fulfillment process of e-distribution.		2%		C2	E/CS/SS	Core
MT09.00	Understand the role of technology in developing and maintaining customer relationships.		6%	3%	C3P	E/CD/CS/SS	Core
MT09.01	Explain the importance of customer service in e-marketing.		2%		C2	E/CD/CS/SS	Core
MT09.02	Explain personalization.		2%		C2	E/CS/SS	Core
MT09.03	Exemplify the use of permission marketing.		2%		C2	E/CS/SS	Core
MT09.04	Analyze personalization and permission marketing strategies.			3%	C3P	E/CD/CS/SS	Core