

MARKETING II
Course Frameworks

Course Code: 04215



North Dakota Marketing Education
State Board for Career and Technical Education

Course Title	<i>Marketing II</i>
MIS03 Course #	04215
License Code	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
Description	<i>Marketing II</i> furthers student understanding and skills in the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course along with four projects.
Performance Indicators	78
Credit	One Credit
Program of Study	<i>Marketing II</i> is an advanced course for the Business Administration Program of Study for Marketing Education
Grade Level	11-12 Prerequisite: Marketing I (04210) or instructor approval

Course Outline Introduction	An outline is provided to identify a recommended instructional sequence/schedule for Marketing II. The outline identifies the week in which a learning outcome should be taught and an abbreviated version of the performance indicators, or learning outcomes.
Week 1	
	Describe classroom expectations/procedures Overview of the major course outcomes Overview of student organization Review marketing functions and related activities (MK:002, MK LAP 1) (CS) Time management skills (PD:019; PD LAP 1, QS LAP 21) (SP)
Week 2	
	Factors influencing buying behavior (MK:014) (SP) Connections between company actions and results (MK:019, MK LAP 3) (SP)
Week 3	
	Nature of marketing plans (MP:007, MP LAP 1) (SP) Role of situation analysis (MP:008) (SP)
Week 4	
	Nature of sales forecasts (MP:013) (SP) Explain the impact of sales cycles (SE:380) (SP)
Week 5	
	Need for financial information (FI:579) (CS) Nature of cash flow statements (FI:091, FI LAP 6) (SP)
Week 6	
	Nature of balance sheets (FI:093) (SP) Nature of income statements (FI:094, FI LAP 4) (SP)
Week 7	
	Nature of taxes (EC:072) (SP) Appropriate creativity (PD:012, QS LAP 5) (SP)
Week 8	
	Methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP) Generation of product ideas (PM:128) (SP)
Week 9	
	Ethical considerations in providing information (EI:038) (SP) Persuading others (EI:012, QS LAP 10) (SP) Writing persuasive messages (CO:031) (SP)

Week 10	
	Negotiation skills (EI:062; EI LAP 8, QS LAP 3) (SP) Nature of budgets (FI:106, FI LAP 3) (SP)
Week 11	
	Techniques for processing marketing data (IM:062) (SP) Use of descriptive statistics (IM:191) (SP)
Week 12	
	Consumer and organizational buying behavior (SE:112) (SP) Emerging trends for use in selling (SE:404) (SP)
Week 13	
	Nature of customer relationship management (CR:016, CR LAP 2) (SP) Role of ethics in customer relationship management (CR:017) (SP) Use of technology in customer relationship management (CR:018) (SP)
Week 14	
	Use of technology in customer relationship management (CR:018) (SP) (cont'd) Nature of product bundling (PM:041) (SP) Factors used to position corporate brands (PM:207) (SP)
Week 15	
	Coordinating channel management with other marketing functions (CM:007) (SP) Nature of channel member relationships (CM:008) (SP) Motivational theories (SE:359) (SP)
Week 16	
	Motivational theories (SE:359) (SP) (cont'd) Prospecting for customers (SE:001) (SP) Qualifying customers (SE:400) (SP)
Week 17	
	Qualifying customers (SE:400) (SP) (cont'd) Conducting pre-visit research (SE:369) (SP) Booking appointments with customers (SE:366) (SP)
Week 18	
	Preparing sales presentation (SE:067) (SP) Creating a presentation software package to support sales presentation (SE:119) (SP) Addressing needs of individual personalities (SE:810, SE LAP 112) (SP)

Week 19	
	Addressing needs of individual personalities (SE:810, SE LAP 112) (SP) (cont'd) Determining buying motives (SE:883, SE LAP 109) (SP) Facilitating buying decisions (SE:811, SE LAP 108) (SP)
Week 20	
	Assessing customer needs (SE:113) (SP) Demonstrating products (SE:893, SE LAP 103) (SP) Prescribing solution to customer needs (SE:115) (SP)
Week 21	
	Prescribing solution to customer needs (SE:115) (SP) (cont'd) Converting objections into selling points (SE:874, SE LAP 100) (SP) Closing the sale (SE:895, SE LAP 107) (SP)
Week 22	
	Closing the sale (SE:895, SE LAP 107) (SP) (cont'd) Demonstrating suggestion selling (SE:875, SE LAP 110) (SP) Negotiating sales terms (SE:392) (SP)
Week 23	
	Negotiating sales terms (SE:392) (SP) (cont'd) Maintaining sales standards (SE:387) (SP) Selling good/service/idea to an individual (SE:046) (SP)
Week 24	
	Selling good/service/idea to a group (SE:073) (SP) Processing sales documentation (SE:117) Preparing simple written reports (CO:094) (SP)
Week 25	
	Components of advertisements (PR:014) (SP) Importance of coordinating elements in advertisements (PR:251) (SP)
Week 26	
	Nature of stress management (EI:028) (SP) Types of public relations activities (PR:252) (SP) Internal and external audiences for public relations activities (PR:253) (SP)
Week 27	
	Using trade show/exposition participation (PR:254) (SP) Considerations used to evaluate trade show/exposition participation (PR:255) (SP)

Week 28	
	Nature of promotional plans (PR:073) (SP) Coordinating activities in the promotional mix (PR:076) (SP)
Week 29	
	Identifying sources of error and bias (IM:292) (SP) Evaluating questionnaire design (IM:293) (SP)
Week 30	
	Assessing appropriateness of marketing research for problem/issue (IM:428) (SP) Writing executive summaries (CO:091) (SP)
Week 31	
	Impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP) Concept of organized labor and business (EC:015, EC LAP 5) (SP)
Week 32	
	Impact of the law of diminishing returns (EC:023) (SP) Impact of inflation on business (EC:083) (SP)
Week 33	
	Concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP) Impact of a nation's unemployment rates (EC:082) (SP)
Week 34	
	Economic impact of interest-rate fluctuations (EC:084) (SP) Impact of business cycles on business activities (EC:018, EC LAP 9) (SP)
Week 35	
	Nature of global trade (EC:016, EC LAP 4) (SP) Describe the determinants of exchange rates and their effects (EC:100) (SP)
Week 36	
	Impact of culture and social issues on global trade (EC:045, EC LAP 24) (SP) Course evaluation and final exam