

**6621.V2 MARKETING
Pacing Guide**

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	# Days	RBT Designation
	Total Course Weight	100%	80	
A	BUSINESS OF MARKETING, CAREERS IN MARKETING, FOUNDATION OF MARKET PLANNING, CUSTOMER RELATIONS, AND SELLING	40%	32	
1.00	Understand marketing, career opportunities, market planning, and foundation of marketing-information management.	15%	12	B2
	1.01 Understand marketing's role and functions in business to facilitate economic exchanges with customers. (MK:001), (MK:002)	4%	3.2	
	1.02 Understand career opportunities in marketing to make career decisions. (PD:024)	3%	2.4	
	1.03 (SUPPLEMENTAL)			
	1.04 Employ marketing-information to develop a marketing plan. (MP:001), (MP:003)	4%	3.2	
	1.05 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:012), (IM:184)	4%	3.2	
	1.06 (SUPPLEMENTAL)			
2.00	Understand selling, customer relations and product management.	25%	20	B2
	2.01 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:017), (SE:076)	4%	3.2	
	2.02 (SUPPLEMENTAL)			
	2.03 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:932)	3%	2.4	
	2.04 (SUPPLEMENTAL)			
	2.05 (SUPPLEMENTAL)			
	2.06 Apply quality assurances to enhance product/service offerings. (PM:019), (PM:020)	4%	3.2	
	2.07 Reinforce company's image to exhibit the company's brand promise. (CR:001), (CR:002)	4%	3.2	
	2.08 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:062), (SE:109)	4%	3.2	
	2.09 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:048)	3%	2.4	
	2.10 (SUPPLEMENTAL)			
	2.11 Process the sale to complete the exchange. (SE:116)	3%	2.4	
	2.12 (SUPPLEMENTAL)			
B	PRODUCT/SERVICE MANAGEMENT, PRICING, CHANNEL MANAGEMENT, PROMOTION, MARKETING-INFORMATION MANAGEMENT, AND SELLING	60%	48	

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	# Days	RBT Designation
3.00	Understand product/service management, pricing and channel management.	29%	23.2	B2
	3.01 Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001), (PM:024), (PM:039), (PM:040)	7%	5.6	
	3.02 (SUPPLEMENTAL)			
	3.03 Employ product-mix strategies to meet customer expectations. (PM:003)	3%	2.4	
	3.04 Position products/services to acquire desired business image. (PM:042), (PM:021)	4%	3.2	
	3.05 (SUPPLEMENTAL)			
	3.06 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:015), (PI:016), (PI:017), (PI:002)	9%	7.2	
	3.07 Acquire a foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:002), (CM:003), (CM:004)	6%	4.8	
	3.08 (SUPPLEMENTAL)			
	3.09 (SUPPLEMENTAL)			
4.00	Understand promotion, marketing-information management, and selling	31%	24.8	B2
	4.01 Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003), (PR:099), (PR:100), (PR:101)	10%	8	
	4.02 Understand promotional channels used to communicate with targeted audiences. (PR:007)	3%	2.4	
	4.03 (SUPPLEMENTAL)			
	4.04 Understand promotional channels used to communicate with targeted audiences. (PR:249), (PR:250)	3%	2.4	
	4.05 (SUPPLEMENTAL)			
	4.06 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:001)	3%	2.4	
	4.07 (SUPPLEMENTAL)			
	4.08 Acquire foundational knowledge of marketing-information management to understand its nature and scope (IM:183)	3%	2.4	
	4.09 (SUPPLEMENTAL)			
	4.10 (SUPPLEMENTAL)			
	4.11 (SUPPLEMENTAL)			
	4.12 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:289)	3%	2.4	
	4.13 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:418), (IM:286)	3%	2.4	
	4.14 (SUPPLEMENTAL)			
	4.15 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:106)	3%	2.4	
	4.16 (SUPPLEMENTAL)			