

Appendix M

MARKETING YOUTH APPRENTICESHIP PROGRAM

MARKETING COMMUNICATIONS UNIT 6

Unit 6: Marketing Communications Unit

Competency

1. Utilize promotional channels used to communicate with targeted audiences

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Evaluates new emerging media or technologies and makes recommendations for their application within Internet marketing or search marketing campaigns
- Assists with responding to requests for information about employers' activities or status
- Assists with updating and maintaining content posted on web and mobile application (if applicable)

Learning Objectives

- Research examples of word of mouth promotions
- Identify types of marketing channels
- Explain why companies offer sales promotions
- Distinguish the difference between public relations and advertising
- Explain types of advertising media
- Describe word of mouth channels used to communicate with targeted audiences
- Explain the nature of direct marketing channels
- Identify communications channels used in sales promotion
- Explain communication channels used in public relations activities

Comments:

Unit 6: Marketing Communications Unit

Competency

2. Execute an advertising campaign to achieve marketing objectives within budget

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with advertising campaign objectives
- Assists with selecting advertising strategies for campaign
- Conducts advertising research
- Assists with reviewing the campaign budget
- Assists with developing a media plan (includes budget, media allocation, and timing of ads)
- Assists with conducting online marketing initiatives, such as, paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media websites

Learning Objectives

- Explain the term advertising campaign
- Review examples of advertising campaigns
- Define advertising research
- Prepare budget

Comments:

Unit 6: Marketing Communications Unit

Competency

3. Describe design principles to be able to communicate needs to designers

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with checking advertising proofs
- Assists with evaluating storyboards for broadcast advertisements
- Assists with assessing collateral pieces for direct marketing
- Assists with critiquing the main components of advertisements

Learning Objectives

- Identify types of technology used in designing advertising
- Explain the use of illustrations in advertisements
- List different types of advertising layouts
- Compare and contrast advertisements with color versus without the use of color
- Describe what makes an effective advertisement
- Explain purpose of storyboards
- Describe the elements of design
- Evaluate illustrations in advertisements
- Describe effective advertising layouts
- Describe purpose of color in advertisements

Comments:

Unit 6: Marketing Communications Unit

Competency

4. Use information-technology tools to manage and perform marketing communications responsibilities

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Collects and analyzes Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click
- Creates promotional materials with current software applications
- Demonstrates proficient desktop publishing functions to prepare promotional materials
- Demonstrates effective use of audiovisual aids
- Maintains databases of information for marketing communications
- Mines databases for information useful in marketing communications

Learning Objectives

- Review applications that provide web metrics (see above)
- Create promotional materials with current software applications
- Demonstrate proficient desktop publishing functions to prepare promotional materials
- Explain ways that technology impacts marketing communications
- Compare and contrast current ways to communicate through technology
- Explain the capabilities of tools used in web-site creation
- Discuss considerations in using mobile technology for promotional activities
- Demonstrate effective use of audiovisual aids
- Describe considerations in using databases in marketing communications
- Design and evaluate promotional materials with current software applications for a school-based enterprise

Comments:

Unit 6: Marketing Communications Unit

Competency

5. Manage media planning and placement to enhance return on marketing investment

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Confers with other managers to identify trends, key group interests, concerns, or to provide advice on business decisions
- Identify factors that determine media selection
- Assist with determining advertising reach of media
- Reads media schedule
- Assists with calculating media costs
- Assists with selecting advertising media
- Assists with executing or managing banner, video, or non-text link ad campaigns
- Assists with choosing appropriate media outlets
- Assists with scheduling ads and commercials (if appropriate)
- Assists with selecting placement of advertisements (if appropriate)

Learning Objectives

- Define reach in terms of advertising
- Describe the purpose of a media schedule
- Explain the basics of media costs
- Identify characteristics of different types of media
- Identify factors that determine media selection
- Describe the factors of various time slots
- Determine advertising reach of media
- Read media schedule
- Calculate media costs
- Select advertising media
- Choose appropriate media outlets
- Schedule ads and commercials
- Select placement of advertisements
- Identify techniques to increase ad response time

Comments:

Unit 6: Marketing Communications Unit

Competency

6. Use publicity/public-relations activities to create goodwill with stakeholders

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Studies the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services
- Identifies main client groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan
- Establishes or maintain cooperative relationships with representatives of community, consumer, employee, or public interest groups
- Analyzes costs/benefits of community outreach activities
- Assists with writing interesting and effective press releases, prepares information for media kits, and develops and maintains company internet or intranet web pages
- Assists with creating a public-service announcement
- Assists with creating a public-relations campaign

Learning Objectives

- Define public relations
- Explain the importance of company involvement in community activities
- Identify public relations activities
- Define press release
- Describe the purpose of public service announcements
- Examine components of a press kit
- Participate in community outreach activities
- Propose community issues for company involvement
- Analyze costs/benefits of community outreach activities
- Explain current issues/trends in public relations
- Describe the use of crisis management in public relations
- Write a press release
- Create a public-service announcement
- Create a press kit
- Create a public-relations campaign

Comments:

Unit 6: Marketing Communications Unit

Competency

7. Employ sales-promotion activities to inform or remind customers of business/product

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Collaborates in the design of slogans/taglines
- Assists with developing and maintaining the company's corporate image and identity, which includes the use of the logos and signage
- Develops frequency/loyalty marketing strategy (if applicable)
- Analyzes use of specialty promotions
- Participates in the design of collateral materials to promote the business or special event
- Develops strategy for creating a special event (if applicable)
- Assists with set up cross-promotions
- Participates in trade shows/expositions (if applicable)
- Assists with developing a sales-promotion plan

Learning Objectives

- Create promotional poster for a sales activity
- Review examples of slogans/taglines
- Explain why companies use brand identifiers (i.e. marks, characters, etc.)
- Identify local businesses that offer loyalty marketing programs
- Summarize different types of specialty promotions
- Define cross promotion
- Collaborate in the design of slogans/taglines
- Set and develop strategy for brand identifiers for a product/service in the school-based enterprise
- Explain considerations in designing a frequency/loyalty marketing program
- Develop frequency/loyalty marketing strategy (school-based enterprise)
- Analyze use of specialty promotions
- Develop a sales-promotion plan

Comments:

Unit 6: Marketing Communications Unit

Competency

8. Manage communications efforts to protect brand viability

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with optimizing digital assets, such as text, graphics, or multimedia assets, for search engine optimization (SEO) or for display and usability on internet-connected devices
- Assists with establishing credibility with internet-connected/mobile-device (if applicable) customers
- Assists with maintaining a consistent brand voice in social content
- Assists with developing social media content to enhance customer post-sales experience
- Develops communications plan
- Implements a communications plan
- Monitors communications plan
- Adjusts communications plan

Learning Objectives

- Explain the nature of communications plans
- Evaluate example business communication plans
- Describe the nature of effective Internet ad copy
- Evaluate the impact of mobile-device capabilities and usage patterns on social-media effectiveness
- Explain how to effectively incorporate video into multimedia

Comments:

Unit 6: Marketing Communications Unit

Competency

9. Maintain technology security to protect customer information and company image

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with maintaining marketing communications data security
- Assists with developing strategies to combat digital negative customer feedback

Learning Objectives

- Explain security considerations in marketing communications
- Identify strategies for protecting business's digital assets (e.g., website, social media, email, etc.)
- Identify strategies to protect digital customer data (e.g., information about customers, customers' credit-card numbers, passwords, customer transactions)
- Evaluate strategic examples of companies overcoming digital negative customer feedback

Comments:

Unit 6: Marketing Communications Unit

Competency

10. Develop content for use in marketing communications to create interest in product/business/idea

Performance Standard Condition

Competence will be demonstrated

- at the worksite
- while assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Assists with writing copy for advertisements (if applicable)
- Assists with writing direct-mail letters (if applicable)
- Assists with writing e-mail marketing copy (if applicable)
- Assists with executing targeted emails
- Assists with writing content for use on the website (if applicable)
- Assists with writing content for use in social media (if applicable)
- Assists with maintaining a consistent brand voice in social content (if applicable)
- Assists with developing and packaging content for social distribution
- Assists with writing mobile marketing content (if applicable)
- Assesses marketing promotional content in digital media
- Reviews content marketing strategy
- Assists with measuring content marketing results

Learning Objectives

- Identify effective advertising headlines
- Explain the use of storytelling in marketing
- Describe the nature of copy strategies
- Write copy for advertisements
- Critique ad copy
- Discuss the nature of effective direct-mail copy
- Write direct-mail letters
- Critique direct mail copy
- Describe the nature of effective Internet ad copy
- Write e-mail marketing copy
- Execute targeted emails
- Explain the nature of effective mobile ad copy

Comments: