**Course Description:**

Integrated Marketing Communications explores how businesses create, execute and evaluate strategies and content for advertising, sales promotion and publicity. Learners will develop knowledge and skills in project management, branding and marketing communication creation and evaluation. This course also includes learning outcomes in market research and planning, and business applications for content and communication design.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.2 Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.1 Extract relevant, valid information from materials and cite sources of information.

1.2.3 Identify and use verbal, nonverbal, and active listening skills to communicate effectively.

1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations for an intended audience and purpose.

1.2.9 Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.

1.2.13 Identify stakeholders and solicit their opinions.

**Outcome 1.4 Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

**Strand 3. Business Communications**

Learners communicate with internal and external stakeholders by applying relationship management techniques and business communication processes and strategies.

**Outcome 3.1 Customer Relations**

Develop, maintain and grow positive internal and external customer relationships.

**Competencies**

3.1.6 Describe how a business's image and culture reflect the brand promise.

3.1.7 Communicate how the brand promise is reflected in the business's image and culture.

3.1.9 Identify opportunities to use social media to develop and maintain customer relationships.

**Outcome 3.3 Business Communications Management**

Plan, create and evaluate internal and external business communications.

**Competencies**

3.3.1 Identify organizational communication protocols and select communication strategies as appropriate.

3.3.2 Explain how the content of communications creates reputational, legal and regulatory exposure for organizations, and describe how to manage the risk individually and collectively.

3.3.6 Develop, implement, monitor, adjust and repurpose content for an intended audience and purpose.

3.3.8 Develop an integrated approach for creating communications that provides for consistent branding and messaging across channels.

3.3.9 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations.

3.3.10 Communicate research information to others using creative visual and interactive elements.

3.3.11 Identify strategies to promote diversity, equity and inclusion in business communications.

3.3.12 Implement digital communications strategies.

**Outcome 3.4 Marketing Communications**

Communicate information about products, services, images or ideas.

**Competencies**

3.4.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social).

3.4.2 Explain types of media used in advertising.

3.4.3 Identify and explain the components of an advertisement.

3.4.4 Critique advertisements to ensure achievement of goals or objectives.

3.4.5 Analyze the impact of an audience's culture on marketing communications.

3.4.6 Explain the role and function of product placement as a communication tool to increase brand awareness.

3.4.7 Explain the role and function of direct marketing strategies (e.g., direct mail, email, phone calls, texting).

3.4.8 Explain the role and function of indirect marketing strategies (e.g., social media, search engine optimization [SEO], referral and loyalty rewards, online reviews, video and image content, crowdsourcing).

3.4.9 Develop and critique content for use in inbound and outbound marketing communications.

3.4.10 Describe design principles used in visual marketing communication.

3.4.11 Describe how publicity is used to inform audiences of business activities, to reinforce brand (e.g., press releases, public service announcements, press kits).

3.4.12 Explain how public relations activities build and maintain a positive image, generate goodwill and stimulate demand for a product, service or business.

3.4.13 Identify types of sales promotion (e.g., signage, slogans and taglines, brand identifiers, frequency or loyalty programs, specialty promotions, special events, trade shows or expositions, web games).

3.4.14 Describe the role, organization and fee structures of advertising agencies.

3.4.16 Develop marketing campaign workflows.

**Outcome 3.5 Social Media Communications**

Plan, create and evaluate social media communications.

**Competencies**

3.5.5 Maintain a consistent brand voice in social content that resonates with the community and fits the platform.

3.5.8 Maintain and manage day-to-day content on social platforms and company’s community-based forums.

3.5.9 Develop and package content for distribution.

3.5.11 Identify opportunities and trends in social media.

3.5.12 Implement a social media strategy that complies with regulatory requirements, policies and procedures.

**Strand 4. Business Governance**

Learners acquire foundational legal knowledge and apply business governance principles to minimize risk, maintain organizational compliance and establish and maintain organizational structure.

**Outcome 4.4 Legal Environment**

Identify legal processes and requirements that impact business operations.

**Competencies**

4.4.5 Describe advertising laws and regulations in digital and brick-and-mortar business environments.

**Strand 5. Marketing**

Learners create, communicate and evaluate business offerings by applying marketing functions.

**Outcome 5.1 Marketing Fundamentals**

Identify principles of marketing and marketing functions.

**Competencies**

5.1.8 Describe the role and function of branding.

5.1.9 Describe the role and function of promotion.

5.1.12 Explain the impact of technology on marketing costs, marketing strategy and marketing return on investment.

5.1.13 Describe the role and function of market planning.

**Outcome 5.3 Marketing Information Management**

Collect, analyze and distribute marketing information.

**Competencies**

5.3.5 Analyze business information to monitor brands and changes that could impact marketing (e.g., customer databases, partners’ and competitors’ activities, sales and operational data, business environment including other industries).

**Outcome 5.4 Marketing Research**

Apply qualitative and quantitative research methods to collect, analyze and distribute marketing data.

**Competencies**

5.4.10 Synthesize marketing research data for dissemination (e.g., code research data, transcribe conversations, tabulate data, analyze narrative text).

5.4.11 Assess marketing research briefs to determine comprehensiveness and clarity.

5.4.13 Apply marketing analytics.

5.4.14 Create dashboards and reports to measure marketing performance.

5.4.15 Calculate marketing return on investment.

5.4.16 Apply data to support real-time customization of customer interactions.

**Outcome 5.5 Market Planning**

Identify, select and evaluate marketing strategies to reach targeted audiences.

**Competencies**

5.5.3 Describe the concepts of market and market identification.

5.5.4 Identify market segments and select target market(s).

5.5.11 Identify marketing metrics to evaluate performance of marketing activities and return on marketing investment (ROMI).

5.5.12 Develop a marketing plan.

**Outcome 5.7 Product and Service Management**

Develop, maintain and promote a product and/or service mix aligned to market research opportunities.

**Competencies**

5.7.12 Develop marketing briefs to assist with acceptance, design and implementation of promotional strategies.

5.7.13 Evaluate promotional strategies and activities.

**Outcome 5.8 Branding**

Apply branding methods to increase brand equity.

**Competencies**

5.8.1 Explain the role and function of customer voice in branding and how it varies across media and channels.

5.8.3 Describe how brand equity is developed.

5.8.6 Distinguish between product or service branding and corporate branding.

5.8.8 Evaluate opportunity costs associated with different branding strategies.

5.8.9 Communicate brand values to customers and employees.

5.8.11 Assess product packaging to improve its function and brand recognition (e.g., packaging requirements, graphic design, adequacy).

5.8.12 Describe how grassroots and co-branding strategies build brand.

**Outcome 5.9 Selling**

Plan, implement and evaluate sales activities.

**Competencies**

5.9.1 Describe buying motives used to enhance customer relationships and increase the likelihood of making sales.

5.9.3 Identify sources of product information that can be used to communicate product benefits.

**Strand 6. Business Management**

Learners identify and apply policies, processes and strategies for effective management of information, projects, strategy and talent.

**Outcome 6.2 Strategic Planning**

Apply strategic planning processes.

**Competencies**

6.2.3 Conduct an analysis of the business' strengths, weaknesses, opportunities and threats (i.e., SWOT analysis) to support development of the business plan.

6.2.5 Describe how to develop, quantify and communicate business mission, vision and goals.

6.2.6 Develop strategic plans (e.g., marketing, research and development, procurement, production, human resources, information technology).

6.2.10 Identify strategies and tactics required to support the goals and objectives of the business plan; and adjust departmental plans.

6.2.15 Distinguish key performance indicators across departments (e.g., finance, marketing, logistics) and select metrics to evaluate the performance of strategies.

6.2.16 Determine alternative actions to take when goals are not being met (e.g., modify tactics, increase allocated resources, challenge goals, identify exit options).

**Outcome 6.4 Project Management**

Plan, manage and evaluate projects.

**Competencies**

6.4.1 Compare and contrast the role and responsibilities of project sponsors, project managers, and project team members.

6.4.2 Explain the impact of expectation setting on project outcomes.

6.4.3 Define project objectives, scope, outputs, and resource requirements (i.e., project charter and statement of work).

6.4.4 Document, sequence, allocate, and schedule activities to facilitate on-time and on-budget completion of project by qualified resources.

6.4.5 Monitor changes to project scope and critical path and make adjustments to project activities.

6.4.6 Manage project schedule, monitor completion status, identify potential delays and review costs.

6.4.7 Communicate project completion status and potential delays to stakeholders.

6.4.8 Manage the project team to reduce conflict and meet project objectives (e.g., establish group norms, identify and provide training opportunities, facilitate cross-team communication, catalog and resolve issues, provide feedback).

6.4.9 Complete project closing activities (e.g., obtain buyer acceptance, finalize billing, archive documentation).

6.4.10 Evaluate project results (e.g., compare project results to expectations, conduct surveys, review lessons learned), and recommend follow-up actions.

**Strand 8. Data and Process Management**

Learners apply principles of business process management to collect, analyze and distribute data and maintain business knowledge and information systems.

**Outcome 8.4 Business Applications**

Plan, create and evaluate technology applications.

**Competencies**

8.4.4 Research and select website creation tools that support multimedia and achieve operational performance metrics (e.g., load time, availability, usability, search engine optimization) on multiple devices and platforms.

8.4.5 Research and select tools for incorporating visual, interactive and social media content into business communications.