Colorado CTE Course – Scope and Sequence

Course Name	Marketing Analytics	Course Details	1.0
		Course = 0.50 Carnegie Unit Credit	
Course Description	Investigates marketing analytics through the optics of a marketing professional. The course focuses on the foundation of marketing analytics by demonstrating an understanding of data management, exploring data analysis and visualization, comparing and contrasting, developing, evaluating and interpretation of models, communicating results to colleagues, clients and executives, and integrating analytics into an organization within a marketing context.		
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS (MAR 2660) competencies. This course is built out on the state website. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.		
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	

All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at **https://www.cde.state.co.us/standardsandinstruction/essentialskills**

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Fundamentals of Marketing Analytics and Data Management		Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.	Examine the role that marketing analytics plays in the role of an organization.	- Understand marketing analytics - Classify Business issue - Compare different data sources - Recognize different data types - Decipher between supervised and unsupervised modeling	FBLA: Data Analysis

				● Explore the marketing analysis process	
			Discuss how data is structured, collected, analyzed, and visualized.	● Define big data ● Correlate the relationships between database management systems, relational databases and SQL. ● Identify key elements of enterprise data architecture. ● Understand the dimensions data quality	
Navigating Data Configurations		Apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness.	Analyze the importance and limitations of data and cognitive analytics.	● Evaluate the importance of exploratory data analysis. ● Articulate cognitive analytics ● Compare and contrast the value of internal and external data.	

			Compare and contrast modeling techniques in relationship to time, budget, audience, and marketing channels including auditing and reconciling data.	- Explain simple and multiple linear regression models. - Identify a predictive regression model. - Articulate how predictive regression performance is assessed. - Defend some techniques used for feature selection to incorporate into a model.	FBLA: Management Information Systems PBL: - Marketing Analysis and Decision Making - Network Design - Sales Presentation - Business Ethics - Strategic Analysis and Decision Making
			Summarize the benefits and detriments of using Artificial Intelligence (AI) and Automated Machine Learning Model (AMLM).	- Define Automated Machine Learning. - Hypothesis results of Automated Machine Learning. - Articulate an ensemble model. - Summarize the key steps in the	

				Automated Machine Learning Process.	
Investigative Methods		Interpret analytical patterns to predict/analyze consumer behavior. Analyze and segment consumer behaviors in various markets	Explain the importance of cluster and market basket analysis in the consumer buying process.	• Link cluster analysis with marketing segmentation. • Illustrate a cluster analysis function. • Compare and Contrast cluster analysis techniques. • Articulate how marketers use basket analysis to make decisions.	FBLA: Advertising PBL: Marketing Analysis and Decision Making
			Analyze text data to understand consumer behavior.	• Summarize the four steps in how text analytics is applied.	
Recommendation and Solution Approaches		Monitor business data to stay abreast of trends and changes that could impact business decision-making.	Evaluate data trends to predict and solve marketing problems.	• Define social media analysis • Interpret Results from the social network analysis	FBLA: Social Media Campaign PBL: • Social Media Marketing Ethics
			Evaluate the performance of digital marketing initiatives to	• Define Digital Marketing.	

			achieve Key Performance Indicators (KPI) results for each marketing channel.	● Interpret Results from digital marketing analytics.	