



## Colorado CTE Course – Scope and Sequence

Course Name	Strategic Marketing		Course Details		
			Course = 0.50 Carnegie Unit Credit		
Course Description	<b>Illustrates the connections between a market-driven strategy, customer satisfaction, and profitable growth. Students will examine how marketing strategies are developed and executed within both small and large organizations. The course will emphasize strategy development, implementation, and evaluation.</b>				
Not e:	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 competencies are covered. The Principles of Marketing course is highly recommended first. This course aligns to the <a href="#">CCNS (MAR249)</a> Please contact your local community college partner for credit options.				
SCED Identification #	12152	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 <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
<b>I. Strategic Thinking</b>		Standard: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department	Explain marketing's influence on strategic thinking	Align marketing activities with business objectives Provide input into strategic planning	DECA: Integrated marketing campaign events
<b>II. History of Strategic Marketing</b>			Trace the history of an organization's marketing strategy		FBLA: Advertising, Management Decision Making, Marketing
<b>III. Assessing Competitive Intensity</b>		Utilize planning tools to guide organization's/department's activities	Formulate a framework for analyzing competitive environment	Conduct gap analysis to determine organization's capability Develop departmental structure Determine strategic marketing planning structure	FBLA: Business Plan, Business Financial Plan, Social Media Campaign, Marketing



<b>IV. Evolution of Products and Markets</b>		Control an organization's/department's activities to encourage growth and development.	Apply various approaches to marketing segmentation, targeting, and positioning to create competitive advantage.	Show the effect of marketing strategy on marketing goals/objectives	DECA: Integrated marketing campaign events FBLA: Social Media Campaign, Business Plan, Marketing
<b>V. Generic Strategies</b>		Assess marketing strategies to improve return on marketing investment (ROMI).	Develop marketing strategy using real-world approaches	Monitor achievement of marketing objectives Set marketing policies Establish a marketing cost-control system Select metrics for measuring success	DECA: Integrated marketing campaign events FBLA: Social Media Campaign, Marketing
<b>VI. Specific Strategic Marketing Tools</b>		Utilize planning tools to guide organization's/department's activities	Evaluate successful marketing strategies	Design a marketing performance measurement system	DECA: Integrated marketing campaign events FBLA: Social Media Campaign, Marketing
<b>VII. Competitive Dynamics</b>		Develop marketing strategies to guide marketing tactics.	Apply tools of competitive dynamics effectively and appropriately	Modify marketing strategies based on performance results	DECA: Integrated marketing campaign events FBLA: Social Media Campaign, Marketing