



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Strategic Marketing	Course Details	Credits = .5 (Semester) Level 3		
		Course = 0.50 Carnegie Unit Credit			
Course Description	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.				
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 competencies are covered. The Principles of Marketing course is highly recommended first. This course aligns to the CCNS (MAR2049) 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 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
Strategic Thinking		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	a.Align marketing activities with business objectives b.Provide input into strategic planning	DECA: Integrated marketing campaign events
History of Strategic Marketing			Trace the history of an organization's marketing strategy		FBLA: Advertising, Management Decision Making, Marketing
Assessing Competitive Intensity		Utilize planning tools to guide organization's/department's activities	Formulate a framework for analyzing competitive environment	a. Conduct gap analysis to determine organization's capability	FBLA: Business Plan, Business Financial Plan, Social Media Campaign, Marketing

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

Academic Standards Alignment



Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 8:** Craft narratives using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.