BUSINESS AND MARKETING COMMUNICATIONS
Course Syllabus

Course Number: TTC-0101
OCAS Code: 8611
Course Length: 60 Hours
Career Cluster: Hospitality & Lodging, Marketing, Sales & Service
Career Pathway: Lodging, Professional Sales and Marketing, Management and Entrepreneurship
Career Major(s): Lodging Manager

Pre-requisite(s): Basic Computer Literacy
Marketing Fundamentals
Strongly Recommended: At least a C average in English courses previously completed.

Course Description: This is a course of study in the application of marketing skills development through a variety of informal and formal experiences. The performance-based course will emphasize effective interpersonal and team building skills along with written and oral communication techniques. Technology will be used to create and deliver presentations, enhance problem-solving situations, and practice critical thinking and decision-making. Job interview, research paper, and/or projects will culminate this course. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.


Course Objectives: 
A. Explore the Concepts, Strategies, and Systems Used to Obtain and Convey Ideas and Information.1
1. Describe the communication model.1
2. Identify the elements in the writing process.1
3. Make client presentations.1
4. Prepare contact reports.1
5. Write white papers.1
6. Write business letters.1
7. Write informational letters.1
8. Write inquiries.1
9. Write persuasive messages.1
10. Prepare simple written reports.1
11. Prepare complex written reports.1
12. Write pitch/sales letters.1
13. Write new-business pitches.1
14. Write content for use on the web.1
15. Participate in problem solving groups.1
16. Use proper grammar and vocabulary.1
17. Use communication technologies/systems.1
18. Follow directions.1
19. Organize productive meetings.1
20. Conduct meetings.¹
21. Describe differences and similarities between external/internal communications.¹
22. Develop letters to clients and customers.¹
23. Plan and define research for communication purposes.¹
24. Conduct creative briefing.¹
25. Explain ethical considerations in providing information.¹
26. Interpret business policies to customers/clients/media.¹

B. Develop Techniques, Strategies, and Systems Used to Foster Self-Understanding and Enhance Relationships with Others.¹
1. Apply ethics to online communications.¹
2. Respect privacy of others.¹
3. Explain ethical considerations in providing information.¹
4. Maintain composure when receiving/delivering bad news.¹
5. Determine and respond appropriately to personality types.¹
6. Foster client-agency relationships.¹
7. Build rapport.¹
8. Develop cultural sensitivity.¹
9. Explain the nature of effective communications.¹
10. Apply effective listening skills.¹
11. Address people properly.¹
12. Handle telephone calls in a professional manner.¹

C. Explore Concepts and Procedures Needed for Basic Computer Operations.¹
1. Use basic computer terminology.¹
2. Apply basic commands of operating system software.¹
3. Employ desktop operating skills.¹
4. Determine file organization.¹
5. Demonstrate system utilities for file management.¹
6. Compress or alter files.¹
7. Use reference materials to access information.¹
8. Use menu systems.¹
9. Use control panel components.¹
10. Access data through various computer drives.¹
11. Demonstrate basic search skills on the web.¹
12. Evaluate credibility of internet resources.¹
13. Demonstrate file management skills.¹
14. Communicate by computer.¹
15. Solve routine hardware and software problems.¹
16. Operate computer-related hardware peripherals.¹
17. Explain the nature of e-commerce.¹
18. Describe the impact of the Internet on business.¹
19. Develop basic website.¹

D. Utilize Tools, Strategies, and Systems Needed to Access, Process, Maintain, Evaluate, and Disseminate Information to Assist Business Decision-Making.¹
1. Explain ways that technology impacts marketing communications.¹
2. Compare the capabilities of SMS with MMS.¹
3. Discuss uses of RSS for promotional activities.¹
4. Explain capabilities of tools used in website creation.¹
5. Discuss considerations in using mobile technology for promotional activities.¹
6. Demonstrate effective use of audiovisual aids.¹
7. Demonstrate basic desktop publishing functions to prepare promotional
8. Integrate software applications to prepare promotional materials.
9. Explain how to effectively incorporate video into multimedia.

E. Explore the Process and Systems Implemented to Monitor, Plan, and Control the Day-to-Day Activities Required for Continued Business Functioning.
1. Explain security considerations in marketing communications.
2. Maintain data security.
3. Identify strategies for protecting business’s website.
4. Identify strategies to protect online customer transactions.
5. Develop schedule for marketing communications assignment.

F. Explore Concepts, Tools, and Strategies Used to Explore, Obtain, and Develop a Career in Business/Marketing.
1. Describe traits important to the success of employees in marketing communications.
2. Describe employment opportunities in the marketing communications industry.
3. Explain factors affecting the growth and development of the marketing communications industry.
4. Analyze marketing communications careers to determine careers of interest.
5. Prepare a career plan of study.
6. Conduct a self-assessment of marketing communications skills set.
7. Identify requirements for professional certifications in marketing communications.

G. Explore the Concepts and Strategies Utilized to Determine and Target Marketing Strategies to a Select Audience.
1. Identify ways to segment markets for marketing communications.
2. Describe the nature of target marketing in marketing communications.
3. Describe current issues/trends in marketing communications.

1. Evaluate career opportunities based on current/future economy.
2. Analyze employer expectations in the business environment.
3. Select and use sources of career information.
4. Determine tentative occupational interest.
5. Create a plan of study.
6. Utilize job-search strategies.
7. Complete a job application.
8. Interview for a job.
9. Write a follow-up letter after job interviews.
10. Write a letter of application.
11. Prepare a résumé.
12. Describe techniques for obtaining work experience (e.g., volunteer activities, internships).
13. Explain the need for ongoing education as a worker.
14. Explain possible advancement patterns for jobs.
15. Determine skills needed to enhance career progression.
16. Use networking techniques for professional growth.
17. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors).
I. Understand the Value of Participating in Student Organization to Develop Leadership and Teamwork Skills.¹
   1. Participate as a team member.¹
   2. Lead others using positive statements.¹
   3. Develop team spirit.¹
   4. Enlist others in working toward a shared vision.¹
   5. Share authority, when appropriate.¹
   6. Value diversity.¹
   7. Recognize others’ efforts.¹
   8. Demonstrate leadership skills.¹
   9. Identify purposes and goals of student organization.¹

¹ODCTE objectives
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
   2. Each course must be passed with seventy (70%) percent or better.
   3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.