

ASSESSMENT CRITERIA FOR CTE INTRO INTEGRATED MARKETING LESSONS

(5 days required in each rotation = 15 days during the year)

Marketing: “The process of developing, promoting, and distributing products (services) to customers.”

PRODUCT (Minimum 1 day—45 minute session)		
ASSESSMENT CRITERIA: Students must create/conduct and analyze market research to determine what product (service) to produce (or provide).		
<ul style="list-style-type: none"> • Conduct a written or verbal survey of the target population (customers) to determine what product (service) should be produced (or provided). • Compare similar products (services) currently on the market and determine why the target population buys one product (service) more than another. • Use the Internet to research a product (service) and identify the five highest selling brands (or companies). Determine what characteristics put them in the top five. 		
PRICE (Minimum 1 day—45 minute session)		
ASSESSMENT CRITERIA: Students must determine and analyze what price to charge customers for the product (service) in order to make a profit.		
<ul style="list-style-type: none"> • Determine the product’s (service’s) cost to produce: time, labor, ingredients, materials, etc. • Determine how much it will cost to promote and package the product (service). • Use the concepts of supply and demand to analyze the pricing of products (services) and what customers would be willing to pay. • Decide how much profit should be made on the product (service). 		
PROMOTION (Minimum 2 days—45 minute sessions)		
ASSESSMENT CRITERIA: Students must discuss the pros and cons of promotional strategies for the product (service) and create at least one promotional tool for the product (service).		
<ul style="list-style-type: none"> • Create and implement promotional methods (package design, advertising, 7 Sales Step Process, etc.) for a specific product (service). Creating a video, flyer, poster, announcement, etc. are examples of ways to market products (services). • Analyze current television, radio, billboards, magazines, newspaper, or Internet advertisements for your specific product (service). Determine what characteristics are used to sell the product (service). Logos, trademarks, brand names, slogans, jingles, etc. are elements that need to be looked at. 		
PLACE (Minimum 1 days—45 minute session)		
ASSESSMENT CRITERIA: Students must discuss how the product (service) will reach the customer and how the product (service) will be sold to the customer by using the ‘7 Sales Step Process’.		
<ul style="list-style-type: none"> • Determine the best place to promote and offer the product (service) and set up a display for a specific product (service). • Analyze various methods of placement that current marketers (providers) use to make their product (service) available to customers. i.e. where a business locates in the city, how food is placed in a grocery store (around outside, on top shelf vs. bottom shelf, etc.), what is displayed upon entering a department store, etc. • Introduce and role play the ‘7 Sales Step Process’: 1 – Approach, 2 – Needs, 3 – Product, 4 – Overcoming objections, 5 – Closing, 6 – Suggestive Selling, 7 – Followup 		
Incorporate these marketing careers as you teach the 4 P’s of Marketing		
Advertising Customer Service E-Commerce Entrepreneur Fashion Merchandising Financial Services Food Marketing	Hospitality Marketing Importing/Exporting International Marketing Marketing Research Product Management Professional Sales Public Relations	Real Estate Restaurant Management Retail Management Sales Management Service Marketing Sports Marketing Travel/Tourism Marketing