

# Marketing Advanced

**Levels:** Grades 11-12  
**Units of Credit:** 0.50  
**CIP Code:** 08.0709  
**Core Code:** 37010000190  
**Prerequisite:** Marketing A, Marketing B, and/or Marketing Semester  
**Skill Test:**

## COURSE DESCRIPTION

This project based course allows students to develop and demonstrate management level marketing skills. Students will learn advanced marketing principles then demonstrate proficiency by completing a marketing project. The majority of class time should be spent by students completing their marketing project. Examples of projects include: creating an advertising or public relations campaign, developing a business plan, conducting market research for a business and making suggestions for improvement, or completing a DECA chapter community service project. Each project will include a written and presentation component.

### STANDARD 1

**Students will have an understanding of fundamental marketing principles.**

**Objective 1:** Understand the 4 P's of marketing: Product, Price, Place, and Promotion

a.

**Objective 2:** Understand the 7 marketing functions: marketing information management, financing, pricing, promotion, product/service management, distribution, and selling.

a.

**Objective 3:** Students will understand market segmentation: target market, demographics, psychographics, geographics, and behavioral segmentation.

a.

### STANDARD 2

**Students will gain an understanding of marketing research.**

**Objective 1:** Students will understand the purpose of primary research

a.

**Objective 2:** Students will understand methods to collect primary data: survey, observation, focus groups, experimental

a.

**Objective 3:** Students will understand the purpose of secondary research

a.

**Objective 4:** Students will understand methods to collect secondary data: internal company data, internet sources, federal and state government sources, trade organizations

a.

**Objective 5:** Students will understand the marketing research process

- a. Defining the problem
- b. Obtaining data
- c. Analyzing data

- d. Recommending solutions
- e. Applying the results

**Objective 6:** Students will understand methods to analyze and present research data: charts, graphs, and percentages.

- a.

### **STANDARD 3**

**Students will understand the components of a marketing campaign.**

**Objective 1:** Students will understand the elements of the promotional mix: advertising, publicity, personal selling, sales promotion, and visual merchandising

- a.

**Objective 2:** Students will understand marketing budgets.

- a. Students will understand how various media rates are set.
- b. Students will understand the standards for how promotional media are selected.
- c. Students will understand the rationale for selecting different types of promotion.

**Objective 3:** Students will understand how the marketing mix elements are blended into a cohesive marketing plan.

- a.

### **STANDARD 4**

**Students will understand how to give a business presentation.**

**Objective 1:** Students will learn methods to organize a presentation

- a.

**Objective 2:** Students will understand how to coordinate group members in a business presentation.

- a.

**Objective 3:** Students will learn how to properly use visual aides

- a. Students will learn how respond to questions
- b. Students will learn how to persuade the audience to take action