

Marketing Full Year: Part II

Levels: Grades 10-12
Units of Credit: 0.50
CIP Code: 08.0708
Core Code: 37010000160
Prerequisites: None
Skill Test:

COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Student taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 7

Students will understand the concept of pricing and how it relates to marketing.

Objective 1: Understand the steps of price planning.

- a. Understand the different forms of price
- b. Understand the importance of price
- c. Understand the goals of pricing
- d. Understand the difference between market share and market position.

Objective 2: Understand the factors involved in price planning.

- a. Understand the four market factors that affect price planning.
- b. Understand what demand elasticity is in relation to the supply and demand theory.
- c. Understand the government regulations that affect price planning.

Objective 3: Understand setting prices.

- a. Understand the various pricing techniques.
- b. Understand the steps in setting prices.

Objective 4: Understand pricing math/calculating prices.

- a. Understand how a firm's net profit or loss is related to pricing.
- b. Understand how to calculate dollar and percentage markup based on cost or retail.
- c. Understand how to calculate markdown in dollars and how to determine sale price and maintained markup.

Objective 5: Understand calculating discounts.

- a. Understand the general procedure for figuring discounts.
- b. Determine how to calculate various kinds of discounts.

STANDARD

Students will understand the concept of promotion and how it relates to marketing.

Objective 1: Understand the promotional mix, its concepts and strategies.

- a. Explain the role of promotion as a marketing function.
- b. Identify the elements of the promotional mix.

Objective 2: Identify types of sales promotion.

- a. Develop sales promotion plans.
- b. Analyze the use of specialty promotion.

Objective 3: Explain the nature and scope of public relations.

- a. Develop public relations plan.
- b. Analyze costs/benefits of company participation in community activities.

Objective 4: Identify advertising media.

- a. Explain the types of advertising media.
- b. Evaluate the effectiveness of advertising.

Objective 5: Describe the essential elements of advertising.

- a. Explain the use of advertising agencies.
- b. Explain the components of advertisements.

STANDARD 9

Students will understand the concept of distribution and how it relates to marketing.

Objective 1: Understand channels of distribution.

- a. Explain the nature of channels of distribution.
- b. Explain the nature of channel members relationships.

Objective 2: Understand distribution and the transportation systems and services.

- a. Explain the nature and scope of distribution.
- b. Explain the shipping process.

Objective 3: Understand purchasing and the role of the buyer.

- a. Explain the nature and scope of purchasing.
- b. Understand how to plan purchases.

STANDARD 10

Students will understand the concept of marketing research and how it relates to marketing.

Objective 1: Understand marketing research and information systems.

- a. Describe the need for marketing information.
- b. Explain the nature of marketing research in a marketing information function.
- c. Explain the nature and scope of the marketing information function.

Objective 2: Understand marketing research.

- a. Explain the nature and scope of the marketing-information management function.
- b. Describe sources of secondary data.
- c. Use data for information analysis.

Objective 3: Understand the marketing survey.

- a. Collect marketing information from others.
- b. Describe the use of technology in the marketing-information management function.

STANDARD 11

Students will understand the concept of product planning and how it relates to marketing.

Objective 1: Understand product planning, mix, and development.

- a. Explain the nature and scope of the product/service management function.
- b. Explain the concept of the product mix.
- c. Plan a product mix.

Objective 2: Understand sustaining product sales.

- a. Identify the impact of product life cycles on marketing decisions.
- b. Describe factors used by marketers to position products/businesses.

Objective 3: Understand packaging, labeling, and branding elements and strategies.

- a. Explain the nature of branding.
- b. Explain branding strategies.

Objective 4: Understand packaging and labeling.

- a. Explain the functions of packaging.
- b. Explain labeling laws.

Objective 5: Understand extended product features such as credit.

- a. Explain the purposes and importance of credit.
- b. Identify consumer protection provisions of appropriate agencies.

STANDARD 12

Students will understand the concept of career and professional development and how they relate to marketing.

Objective 1: Describe important career decisions and opportunities.

- a. Identify tentative occupational interests.
- b. Assess personal interests and skills needed for success in business.

Objective 2: Understand career planning.

- a. Analyze employer expectations in the business environment.
- b. Identify desirable personality traits important to business.
- c. Identify sources of career information.

Objective 3: Develop a career plan.

- a. Explain employment opportunities in business.
- b. Identify skills needed to enhance career progression.

Objective 4: Understand the process of finding and applying for a job.

- a. Utilize job-search strategies.
- b. Identify sources of career information.

Objective 5: Describe the process of applying for a job.

- a. Complete a job application.
- b. Write a letter of application.
- c. Prepare a resume.

Objective 6: Describe the job interview process.

- a. Interview for a job.
- b. Write a follow-up letter after job interviews.