

Marketing Introduction

Levels:	Grade 9
Units of Credit:	0.50
CIP Code:	08.0707
Core Code:	37010000180
Prerequisites:	None
Skill Test:	None

COURSE DESCRIPTION

An introductory course which will expose students to the fundamental concepts of marketing. Students will be introduced to a wide range of Marketing Education courses related to the Marketing Pathway, Marketing Careers, and DECA –Student Leadership Organization. Students will evaluate interpersonal communication concepts and skills.

This course will clearly define the marketing concept and lead students into a marketing education career pathway. Students will have the opportunity to participate and compete in DECA competitions and activities. Students will be shown what marketing courses are available upon completing this introductory course.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD 1

Students will model interpersonal communication skills needed in marketing and in life.

Objective 1: Student will observe and demonstrate the elements of effective communication.

- a. Model effective Listening Skills
- b. Identify different types of communication – Verbal, written, other non-verbal
- c. Evaluate communication factors including Barriers, Obstacles, and Settings.
- d. Explore audience considerations. i.e. Gender and Cultural considerations
- e. Define Jargon and contrast content specialist or presentation type communication with peer to peer communication.
- f. Demonstrate effective presentation skills, including:
 - Electronic presentation basics
 - Verbal presentation – speech and posture
- g. Relate the goals of personal communication with goals in marketing. (Develop and sustain an image)

Objective 2: Identify and evaluate character traits important to business.

- a. Model appropriate business personal appearance.
- b. Contrast examples of ethical and unethical behavior or choices.
- c. Evaluate the impact of honesty and integrity in business and in personal relationships.
- d. Interpret a self evaluation or trait development exercise. (Example: color tests or Myers- Briggs Type Indicator.)
- e. Define “Networking” in terms of establishing personal contacts.
- f. Model an appropriate personal introduction including an appropriate hand shaking, personal space, and eye contact.
- g. Relate the goals of personal communication with goals in marketing. (Develop and sustain an image)

STANDARD 2

Students will define the Marketing Concept and what role identifying products types, consumer types, and market segmentation play.

Objective 1: Students will be able to categorize Product types and identify elements of the seven functions of Marketing.

- a. Define, differentiate and categorize Goods – Services – Ideas.
- b. Identify examples of the seven functions of marketing.

Objective 2: Students will distinguish the four methods of market segmentation.

- a. Explain factors related to Demographic segmentation included gender, income, household status, ethnicity, and education.
- b. Contrast elements of each generation in generational Marketing
- c. Summarize the difference between disposable & discretionary income.
- d. Identify scenarios where Geographic segmentation would be effective.
- e. List factors of Psychographic segmentation.
- f. Relate and individual Behavior to consumer perceptions and shopping patterns.
- g. List Potential data collection processes.

Objective 3: Students will Evaluate and classify of potential consumers.

- a. Define and identify target markets
- b. Explain the necessity of target markets in order to create a brand or product image.
- c. Illustrate an example of Market share.
- d. Evaluate competition in terms of market share and identifying your competitors.
- e. Define niche marketing.
- f. Determine and Justify scenarios in which Mass Marketing vs Target marketing would be most appropriate.

STANDARD 3

Students will be able to explain each category of the Marketing Mix or the 4 P's of Marketing.

Objective 1: Discover the elements of the PRODUCT that support the marketing concept.

- a. Summarize the functions of Packaging.
- b. Explore packaging strategies including Price bundling and Mixed bundling.
- c. Compare elements of labels including Descriptions, Branding, Grades.
- d. Analyze elements of developing a new product.
- e. Consider: size or shape, naming, labeling, packaging, colors, quantities, etc...
- f. Predict the impact of Customer Service and Warranties as an element of product success.
- g. Explore the benefits and risks of Brand extension.
- h. Contrast product Features with the product Benefits from a consumers prospective.

Objective 2: Examine the elements of the PLACE that support the marketing concept.

- a. Discuss Channels of distribution and possible channel members.
- b. Contrast pros and cons of Direct and Indirect distribution.
- a. Explain cost vs control as it relates to distribution alternatives.
- c. Evaluate the impact of a Stores physical location.
- d. Prioritize or recommend store locations for various business types.

Objective 3: Recall elements of the PRICE that support the marketing concept.

- a. Define the three Pricing Orientations. (Cost, Competition, Demand)
- b. Assess the possible Goals of Pricing (profit, market share, prestige)
- c. Examine considerations of pricing
 - List multiple forms of pricing.
 - Classify products by their price elasticity.
 - Demonstrate how a pricing strategy supports a products image.
- d. Explore legal considerations including predatory pricing, Bait and switch, and MSRP.
- e. Evaluate Various Pricing Strategies - Loss leaders | Captive products | Options and up selling | etc.

Objective 4: Explore elements of the PROMOTION that support the marketing concept.

- a. Define the term promotion.
- b. Discuss the impact Slogans and Logos have on a product.
- c. Explore various types of promotion.
- d. Discover consumer promotions. i.e. coupons, point of purchase, loyalty programs, production placement, tie-ins, samples, etc.
- e. Demonstrate how incorporating multiple strategies together can reinforce each other and the product in a promotional mix.
- f. Explore cost, production and effectiveness of: Print, Broadcast, and Online promotions.
- g. Construct a promotion for a product or business.

STANDARD 4

Students will be able relate the marketing fundamentals to entrepreneurship.

Objective 1: Introduce Entrepreneurship and Types of business.

- a. Define Entrepreneurships.
- b. Explore character traits of an entrepreneur.
- c. Identify business types and key simple differences.
- d. Sole Proprietor
- e. Partnership
- f. Limited Liability Company
- g. Corporation

Objective 2: Understand basic economic principles as factors that affect a marketing strategy.

- a. Define the difference between wants and needs.
- b. Examine the relationship between supply and demand.
- c. Define the concept of opportunity cost in terms of an entrepreneur and a consumer.
- d. Classify products by their price elasticity.
- e. Analyze factors that effect price elasticity.

Objective 3: Define the five economic utilities.

- a. Demonstrate the application of economic utilities to a product or company.
- b. Create a before and after scenario for each economic utility.
 - Form
 - Place
 - Time
 - Possession
 - Information