

# STRANDS AND STANDARDS

## MARKETING 1



### Course Description

Marketing 1 explores the seven core functions of marketing which include: Marketing Planning – why target market and industry affects businesses; Marketing-Information Management – why market research is important; Pricing – how prices maximize profit and affect the perceived value; Product/Service Management – why products live and die; Promotion – how to inform customers about products; Channel Management – how products reach the final user; and Selling – how to convince a customer that a product is the best choice. Students will utilize knowledge in hands-on projects which may include: Conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

<b>Intended Grade Level</b>	10-12
Units of Credit	0.5
Core Code	37.01.00.00.165
Concurrent Enrollment Core Code	37.01.00.13.165
Prerequisite	None
Skill Certification Test Number	401
Test Weight	0.5
<b>License Type</b>	CTE and/or Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

## STRAND 1

**Students will understand the basics of marketing including the seven core functions and the 4P's of the marketing mix.**

### Standard 1

Define marketing and identify the seven core functions.

- Define marketing and identify the seven core functions.
- Define the terms marketing and the marketing concept.
- Understand that marketing includes the following seven core functions:
  - Channel Management
  - Marketing Information Management
  - Marketing Planning
  - Pricing
  - Product Service Management
  - Promotion
  - Selling

### Standard 2

Understand the marketing mix or 4P's of marketing.

- Identify the four elements of the marketing mix.
  - Product
  - Price
  - Place
  - Promotion
- Explain how each component of the marketing mix contributes to successful marketing.

## STRAND 2

**Students will understand how a company considers internal and external factors to understand the current market.**

### Standard 1

Understand the internal and external influences of marketing planning.

- Define a marketing plan.
- Understand market position and market share.
- Explain how a business can use a SWOT analysis (a component of situational analysis) to plan for opportunities in the market.

### Standard 2

Understand the concept of market and market identification.

- Define the term market.
- Define the term target market.
- Identify examples of niche marketing.
- Understand how to identify an appropriate target market within a specific industry.
- Understand types of markets including: B2B -Business to Business; B2C-Business to Consumer.

### Standard 3

Understand the concept of market segmentation.

- Define the term market segmentation.
- Explain the commonly used types of market segmentation.
  - Demographic Segmentation
  - Geographic Segmentation
  - Psychographic Segmentation
  - Behavioral Segmentation

## STRAND 3

**Students will understand the concepts needed to gather and evaluate information for use in making business decisions.**

### Standard 1

Describe marketing information and how it influences marketing decisions.

### Standard 2

Understand and analyze marketing-research activities.

- Compare and contrast primary and secondary research.

## STRAND 4

**Students will understand concepts and strategies utilized in determining and adjusting prices to maximize profit and meet customers' perceptions of value.**

## Standard 1

Understand how businesses make pricing decisions.

- Assess workplace conditions with regard to safety and health and OSHA guidelines.
- Identify goals for pricing: profit, market share and competition.
- Identify factors affecting a business's price: supply and demand, perceived value, costs and expenses (profit margin), competition.
- Explain the economic principle of break-even point.

## Standard 2

Discuss how businesses use pricing strategies to attract customers. (Strategies may include: odd/even pricing, loss leaders, prestige pricing, penetration pricing, price bundling, price lining, and everyday low pricing.)

## STRAND 5

**Students will understand the concepts to introduce, maintain, and improve a product or service mix.**

### Standard 1

Explain the role of product/service management as a marketing function.

- Explain the concept of product mix including: product lines, product width and product depth.
- Understand the importance of generating new product ideas.

### Standard 2

Identify the components of the product life cycle (Introduction, Growth, Maturity, and Decline).

- Identify decisions that need to be made in each stage of the product life cycles.

## STRAND 6

**Students will understand the process and methods to communicate information about products to achieve a desired outcome.**

### Standard 1

Explain the role of promotion as a marketing function.

- Define promotion.
- Identify elements of the promotional mix including: advertising, public relations, personal selling, and sales promotion.

### Standard 2

Understand promotional channels used to communicate with the targeted audiences.

- Give examples of advertising media used to communicate with target audiences including: print media (outdoor, newspaper, magazine, direct mail), digital (e-mail, apps, social media), broadcast (TV and radio).
- Identify public-relations activities including a press release and publicity.

- Discuss examples of sales promotions which include: coupons, loyalty programs, rebates, samples, premiums, sponsorship, and product placement.

## STRAND 7

**Students will understand the role of channel members and methods of product transportation.**

### Standard 1

Identify methods of channel management.

- Define channel of distribution.
- Understand the roles of intermediaries including: manufacturer, agent, wholesaler/industrial distributor, retailer, and consumer/industrial user.
- Identify the methods of transportation for products including: trucks, air, ship, and rail.

## STRAND 8

**Students will understand how to determine client needs and wants and respond through planned and personalized communication.**

### Standard 1

Explain the role of personal selling as a marketing function.

- Explain the role of customer service as a component of selling relationships.
- Explain the importance preparing for the sale including: gaining product knowledge of features and benefits, identifying target market and their needs, and overcoming common objections.
- Identify needs of customers and their buying behaviors: emotional, rational or patronage.

### Standard 2

Explain the steps of the selling process including:

- Approach the customer,
- Determine needs,
- Present the product,
- Overcome objections,
- Close the sale, and
- Suggestion selling.

### Performance Objective

Choose 3 of the 4 marketing performance objectives.

- Conduct primary and/or secondary research and analyze results.
- Create a promotional plan that includes the following components: target market, promotional objective, advertising media selection, promotional schedule, and budget.

## MARKETING 1

- Pitch a sales presentation for a product or service using the steps of the sales process.
- Introduce an idea for a new product/service, include description of each of the 4 P's.

### Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
<b>Marketing 1</b>	401	10	16	6	5	9	12	6	9			73	44