

PRINCIPLES OF MARKETING

Principles of Marketing provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management.

- DOE Code: 5914
- Recommended Grade Level: 10, 11, 12
- Recommended Prerequisite: None
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum
- Counts as a Directed Elective or Elective for all diplomas

Dual Credit

This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards

Domain – Economics

Core Standard 1 Students establish the nature of marketing and how it functions in a marketing oriented economy and marketing's role in the global economy.

Standards

- PMK-1.1 Distinguish between economic goods and services
- PMK-1.2 Investigate the concept of economic resources
- PMK-1.3 Discuss the concepts of economies and economic activities
- PMK-1.4 Analyze the role of business in society
- PMK-1.5 Critique marketing and its importance in a global economy
- PMK-1.6 Explain the nature of global trade

Core Standard 2 Students apply and adapt the importance of the marketing concept to the competitive market.

Standards

- PMK-2.1 Connect factors affecting a business's profit
- PMK-2.2 Assess factors affecting business risk
- PMK-2.3 Explain the concept of competition

Domain – Marketing Strategies

Core Standard 3 Students integrate positive relationships with customers in order to enhance company image.

Standards

- PMK-3.1 Determine strategy, image and position
- PMK-3.2 Identify company's brand promise
- PMK-3.3 Determine ways of reinforcing the company's image through employee performance
- PMK-3.4 Demonstrate a customer-service mindset
- PMK-3.5 Recognize and respond to customer inquiries
- PMK-3.6 Solve conflicts with/for customers to encourage repeat business

Domain – Product/Service Management

Core Standard 4 Students establish a foundational knowledge of product/service management to understand its nature and scope.

Standards

- PMK-4.1 Apply the nature and scope of the product/service management function
- PMK-4.2 Identify the impact of product life cycles on marketing decisions
- PMK-4.3 Define business ethics in product/service management
- PMK-4.4 Use product information to identify the product features and benefits

Domain – Promotion

Core Standard 5 Students establish a foundational knowledge of promotion to understand its nature and scope.

Standards

- PMK-5.1 Explain the role of promotion as a marketing function
- PMK-5.2 Compare and contrast the types of promotion
- PMK-5.3 Identify the elements of the promotional mix
- PMK-5.4 Describe the use of business ethics in promotion

Core Standard 6 Students evaluate promotional channels used to communicate with targeted audiences.

Standards

- PMK-6.1 Differentiate types of advertising media, both traditional and electronic
- PMK-6.2 Use word-of-mouth channels used to communicate with targeted audiences
- PMK-6.3 Explain the nature of direct marketing channels
- PMK-6.4 Identify communications channels used in sales promotion
- PMK-6.5 Explain communications channels used in public-relations activities

Domain – Pricing

Core Standard 7 Students connect the strategy dimensions of price as it relates to setting pricing objectives and policies.

Standards

- PMK-7.1 Recognize and explain the nature and scope of the pricing function
- PMK-7.2 Describe the role of business ethics in pricing
- PMK-7.3 Investigate the use of technology in pricing function
- PMK-7.4 Explain legal considerations for pricing
- PMK-7.5 Critique factors affecting pricing decisions

Domain – Distribution/Channel Management

Core Standard 8 Students establish foundational knowledge of channel management to understand its role in marketing.

Standards

- PMK-8.1 Recognize and explain the nature and scope of channel management
- PMK-8.2 Review the relationship between customer service and channel management
- PMK-8.3 Identify the nature of channels of distribution
- PMK-8.4 Assess relationship between channels of distribution to time, place, and possession utility
- PMK-8.5 Explain legal considerations in channel management
- PMK-8.6 Describe ethical considerations in channel management

Domain – Marketing Information Management

Core Standard 9 Students establish foundational knowledge of marketing-information management to understand its nature and scope.

Standards

- PMK-9.1 Analyze the need for marketing information
- PMK-9.2 Identify information monitored for marketing decision making
- PMK-9.3 Investigate the nature and scope of the marketing information management function
- PMK-9.4 Explain the role of ethics in marketing-information management
- PMK-9.5 Examine the regulation of marketing-information management

Domain – Market Planning

Core Standard 10 Students synthesize marketing-research activities to show command of their nature and scope.

Standards

- PMK-10.1 Investigate the nature of marketing research
- PMK-10.2 Recognize and explain the nature of marketing research problems/issues

Core Standard 11 Students integrate marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Standards

- PMK-11.1 Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual)

PMK-11.2 Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research)

PMK-11.3 Discuss the nature of sampling plans (i.e. who, how many, how chosen)

Core Standard 12 Students analyze data-collection methods to evaluate their appropriateness for the research problem/issue.

Standards

PMK-12.1 Identify data-collection methods

PMK-12.2 Diagnose characteristics of effective data-collection instruments

Core Standard 13 Students connect marketing-information to develop a marketing plan

Standards

PMK-13.1 Differentiate the concept of market and market identification

Domain – Selling

Core Standard 14 Students establish a foundational knowledge of selling to understand it's nature and scope.

Standards

PMK-14.1 Define the nature and scope of selling

PMK-14.2 Assess the key factors of building a clientele and the role of customer service in selling

PMK-14.3 Differentiate company selling policies from selling regulations

PMK-14.4 Apply and adapt the ethics of selling

PMK-14.5 Review the use of technology in selling

Core Standard 15 Students integrate sales processes and techniques to enhance customer relationships and increase sales.

Standards

PMK-15.1 Make and support data-driven decisions using the sales processes and techniques

PMK-15.2 Define motivational theories that effect buying behavior