STRANDS AND STANDARDS
MARKETING 2

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 an official CTSO (DECA, FBLA, FCCLA, HOSA, FFA, TSA, Skills USA) written project. Each project will include a written and presentation component.
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<thead>
<tr>
<th><strong>Intended Grade Level</strong></th>
<th>11-12</th>
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<td><strong>Prerequisite</strong></td>
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**STRAND 1**

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

**Standard 1**

Students will understand the 4 P’s of marketing:

- Product
- Price
- Place
- Promotion

**Standard 2**

Students will understand the 7 marketing functions.

- Marketing Planning
- Marketing Information Management
- Pricing
- Promotion
- Product/Service Management
- Channel Management
- Selling

**Standard 3**

Students will understand target market and market segmentation.

- Demographics
- Psychographics
- Geographics
- Behavioral Segmentation

**STRAND 2**

**Students will gain an understanding of marketing research.**
Standard 1
Students will understand the purpose of primary research.

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

Standard 3
Students will understand the purpose of secondary research.

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

Standard 5
Students will understand the marketing research process.
- Defining the Problem
- Obtaining Data
- Analyzing Data
- Recommending Solution/Strategy
- Implement Solution/Strategy

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

STRAND 3
Students will identify the components of a marketing plan.

Standard 1
Students will identify target market in preparation for a marketing plan.

Standard 2
Students will compare and contrast promotional strategies from the promotional mix.
- Advertising
- Public Relations
- Personal Selling
- Sales Promotion

Standard 3
Students will research to understand promotion schedules.

Standard 4
Students will understand marketing budgets.
• Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression.
• Students will understand the criteria and rationale for selecting different types of promotion.

Standard 5
Students will understand how to coordinate group members.
• Students will learn how to divide group responsibilities.

Performance Objective
Students will create a marketing plan.
• Students will identify target market and create plan accordingly to that target market.
• Students will select promotional strategies from the promotional mix: advertising, public relations, personal selling, and sales promotion.
• Students will create a promotion schedule.
• Students will determine a marketing budget.

STRAND 4
Students will learn how to organize and promote a marketing pitch.

Standard 1
Students will learn components to delivering a presentation including: attention-getting introduction, main points, and call to action.
• Students will learn how to respond to questions.
• Students will learn how to persuade the audience to take action.

Standard 2
Students will learn how to select the appropriate visual aids for their presentation.

Standard 3
Students will understand how to coordinate group members.
• Students will learn how to divide group responsibilities.

Performance Objective
Students will organize and promote a marketing pitch.
• Students will deliver a presentation to include: attention-getting introduction, main points, and call to action.
  • Students will appropriately respond to questions.
  • Students will learn how to persuade the audience to take action.
• Students will use the appropriate visual aids for their presentation.

Students will demonstrate the ability to work with others.
### Skill Certificate Test Points by Strand

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<tr>
<th>Test Name</th>
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<th>Number of Test Points by Strand</th>
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