

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.

Intended Grade Level	11-12
Units of Credit	0.5
Core Code	37.01.00.00.190
Concurrent Enrollment Core Code	32.01.00.13.190
Prerequisite	Marketing 1
Skill Certification Test Number	402
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

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

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Marketing 2	402	14	8	14	4							40	28