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.
**MARKETING**

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<th>Intended Grade Level</th>
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**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

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