

**Marketing Career Cluster  
“Basic Skills of Marketing”  
Course Number: 06.04100**

**Course Description:**

This course, “Basic Skills of Marketing,” is the foundational course in the Middle School Marketing Program. Standards may be taught in the order deemed appropriate by the teacher. However, Standard 1, the Employability Standard, should be taught and reinforced along with each standard. Students learn basic marketing and economic concepts and apply these concepts through project-based instruction. Students are shown the connection between marketing and entrepreneurship, thus cultivating entrepreneurial abilities needed by marketing employees and/or entrepreneurs. This course may also encourage the idea of self-employment as an income-generating option. Participation in local, state and/or international DECA will reinforce the students’ business and marketing skills as well as develop their skills in leadership, competitive presentations and community service. Students will demonstrate personal, social and technical skills through the development of portfolios.

**Special Note:**

- (1) Since business and industry professionals agree that strong employability skills are critical in all careers and especially in marketing where communication is imperative, Standard 1, Employability Skills, is included in each middle school course.
- (2) On the local level, some systems/schools teach all the courses in sequence (i.e., 6th, 7th and 8th grade) and other systems/schools teach only one course (i.e., 6<sup>th</sup> grade, 7<sup>th</sup> grade OR 8th grade). Since this is the case, Standard 2, Basic Marketing Concepts, will be included in each course as a foundational standard to introduce and/or review basic concepts.

**Course Standard 1**

**MSMSS6 – 1: Demonstrate employability skills required by business and industry.**

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

<b>Person-to-Person Etiquette</b>	<b>Telephone and Email Etiquette</b>	<b>Communicating at Work</b>	<b>Listening</b>
Interacting with Your Boss	Telephone Conversations	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls	Effective Written Communication	Ways We Filter What We Hear
		Effective Nonverbal Skills	Developing a Listening Attitude
		Effective Word Use	Show You Are Listening
		Giving and Receiving Feedback	Asking Questions
			Obtaining Feedback
			Getting Others to Listen

<b>Nonverbal Communication</b>	<b>Written Communication</b>	<b>Speaking</b>	<b>Applications and Effective Résumés</b>
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application

Reading Body Language and mixed Messages		One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Terms to Use in a Résumé
Nonverbal Feedback		Making Speeches	Organizing Your Résumé
Showing Confidence Nonverbally		Answering Questions	Writing an Electronic Résumé
Showing Assertiveness		Visual and Media Aids	
		Errors in Presentation	

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<b>Teamwork and Problem Solving</b>	<b>Meeting Etiquette</b>
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Preparing Visual Aids

1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

a. Investigate educational requirements, job responsibilities, employment trends, and opportunities within the national career clusters using credible sources.

<b>Problem Solving</b>	<b>Customer Service</b>	<b>The Application Process</b>	<b>Interviewing Skills</b>	<b>Finding the Right Job</b>
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Staying Motivated to Search
	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	
		When a Résumé Should be Used		

1.4 Model work-readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<b>Workplace Ethics</b>	<b>Personal Characteristics</b>	<b>Employer Expectations</b>	<b>Business Etiquette</b>	<b>Communicating at Work</b>
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers

Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
Use Technology Ethically & Efficiently	Expressing Yourself on a Team	Staying Organized
Interact Appropriately in a Digital World	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Behavior at Conventions		Proper Use of Cell Phone	Using Good Posture
Working in a Cubicle		Proper Use in Texting	Presenting Yourself to Associates
			Accepting Criticism
			Demonstrating Leadership

## Course Standard 2

**MSMSS6-2: Define and apply basic marketing concepts to make decisions and solve problems.**

- 2.1 Define the terms "marketing" and "market."
- 2.2 Explain the difference between a good/product and service.
- 2.3 Recognize the difference between a customer and a consumer.

- 2.4 Differentiate between a need and a want.
- 2.5 List and define the 4 P's of Marketing.
- 2.6 Define the term "marketing mix."
- 2.7 Define "target market" and "market segmentation."
- 2.8 Distinguish among these terms: Marketing Concept, Marketing Plan and Marketing Strategy.

### Course Standard 3

#### **MSMSS6-3: Define and apply basic economic concepts.**

- 3.1 Define economics.
- 3.2 Explain how economics is foundational to marketing.
- 3.3 Define a free market economy.
- 3.4 Explain the concept of supply and demand, and its effect on marketing's role in determining price.
- 3.5 Explain competition's role in supply and demand.

### Course Standard 4

#### **MSMSS6-4: Examine the relationship between entrepreneurship and marketing.**

- 4.1 Define the terms "entrepreneur" and "entrepreneurship" and recognize their value to our economy and society.
- 4.2 Identify types of entrepreneurial businesses.
- 4.3 Explain how our free enterprise system encourages entrepreneurial activities.
- 4.4 List the personality traits and the skills needed by an entrepreneur.
- 4.5 List the benefits and risks involved in being an entrepreneur.

### Course Standard 5

#### **MSMSS6-5: Define and apply marketing research and explain its value to a business.**

- 5.1 Define the term "marketing research" and explain the benefits to using marketing research.
- 5.2 Identify the basic methods used in marketing research and explain their value to marketing: qualitative research, quantitative research, survey, focus group, IDI (in-depth interview), test market, observations, open-ended questions, close-ended questions.
- 5.3 Differentiate between primary and secondary research.
- 5.4 Explain how qualitative research is used to collect information effectively.
  - a. Explain how focus groups and IDIs are used in qualitative research.
  - b. Explain the importance of words (versus data) in qualitative research.
  - c. Describe the use of open-ended and close-ended questions in qualitative research.
- 5.5 Explain how quantitative research is used to collect information effectively.
  - a. Explain the importance of projectable data, using numbers, in quantitative research.
  - b. Explain how open-ended questions may be used in quantitative research.
- 5.6 Explain why a test market is beneficial to marketing.

### Course Standard 6

#### **MSMSS6-6: Use technology to develop and deliver formal presentations.**

- 6.1 Illustrate knowledge and/or skills needed in utilizing current technology.
- 6.2 Illustrate the steps in making an effective, properly sequenced presentation using available technology.

## Course Standard 7

### **MSMSS6-7: Apply professional, leadership, and marketing skills resulting from participating in the local and state Marketing and Hospitality Student Organization, DECA.**

- 7.1 Illustrate leadership skills by engaging in local chapter meetings and local and state leadership activities and conferences.
- 7.2 Define the term “co-curricular,” and explain the benefits of DECA to the Marketing Education Program.
- 7.3 Explain the importance of working cooperatively with others to plan/conduct DECA meetings.
- 7.4 Illustrate leadership and teamwork skills and empathy by participating in school service activities.
- 7.5 Apply marketing concepts through participation in DECA competitions.
- 7.6 Design a community service campaign for your DECA Chapter.
- 7.7 Implement a community service event.

## Course Standard 8

### **MSMSS6-8: Develop a career portfolio.**

- 8.1 Explain how the career decision-making process is developmental.
- 8.2 Differentiate between a job and a career (i.e., education and/or training needed, experience required, etc.)
- 8.3 Identify and list sources of information on careers and employment trends (e.g. LinkedIn, Indeed, Glass Door).
- 8.4 Explain how social media etiquette, including posts, pictures, and comments can globally affect one's personal and professional brand in relation to professional goals and employment opportunities.
- 8.5 Define networking as a social skill and explain the use of personal and business contacts and association websites (e.g. LinkedIn) as important networking resources.
- 8.6 Use an online career development program (You Science, GCIS, Career Cruising, etc.) to determine interests, abilities and aptitudes and explain how personal interests and abilities impact lifelong learning.
- 8.7 Develop a career plan including high school programs and postsecondary degrees (i.e. College & Career Academies, dual enrollment, WBL, high school apprenticeships/internships, college Co-Op & Internship opportunities).
- 8.8 Create a student profile/resume, using available technology, including a general letter of recommendation from a teacher and a community leader.
- 8.9 Investigate and report on educational requirements, job responsibilities, employment trends, compensation trends and opportunities within marketing career pathways and specific marketing careers (i.e. advertising, brand management, marketing research, sales, etc.), using credible sources.