Marketing Career Cluster
Marketing Principles
Course Number 08.47400

Course Description:
Marketing Principles is the foundational course for Marketing and Management, Fashion, Merchandising and Retail Management, Marketing Communications and Promotion, Hospitality and Tourism and Sports and Entertainment Marketing Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of employability, foundational business and marketing skills, economics, entrepreneurship, marketing information management, product/service management, promotion, selling, and channel management and distribution. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

Professional communication skills and practices, problem-solving, ethical, and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organizations (DECA) are integral components of both the employability skills standards and content standards for this course.

There is no pre-requisite for this course.

Course Standard 1

MKT-MP-1
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.

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

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Cell Phone and Internet Etiquette</th>
<th>Communicating At Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Using Blogs</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Using Social Media</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
<tr>
<td>Interacting with Co-workers</td>
<td>Making and Returning Calls</td>
<td></td>
<td>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
</tr>
<tr>
<td>Interacting with Suppliers</td>
<td>Making Cold Calls</td>
<td></td>
<td>Effective Nonverbal Skills</td>
<td>Developing a Listening Attitude</td>
</tr>
<tr>
<td></td>
<td>Handling Conference Calls</td>
<td></td>
<td>Effective Word Use</td>
<td>Show You Are Listening</td>
</tr>
<tr>
<td></td>
<td>Handling Unsolicited Calls</td>
<td></td>
<td>Giving and Receiving Feedback</td>
<td>Asking Questions</td>
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<tr>
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<td></td>
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<td></td>
<td>Obtaining Feedback</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Getting Others to Listen</td>
</tr>
</tbody>
</table>
### Nonverbal Communication
- Communicating Nonverbally
- Reading Body Language and Mixed Messages
- Matching Verbal and Nonverbal communication
- Improving Nonverbal Indicators
- Nonverbal Feedback
- Showing Confidence Nonverbally
- Showing Assertiveness

### Written Communication
- Writing Documents
- Constructive Criticism in Writing
- Small Group Communication
- Large Group Communication
- Making Speeches
- Involving the Audience
- Answering Questions
- Visual and Media Aids
- Errors in Presentation

### Speaking
- Using Language Carefully
- One-on-One Conversations
- Small Group Communication
- Large Group Communication
- Describing Your Job Strengths
- Organizing Your Résumé
- Writing an Electronic Résumé
- Dressing Up Your Résumé

### Applications and Effective Résumés
- Completing a Job Application
- Writing a Cover Letter
- Things to Include in a Résumé
- Selling Yourself in a Résumé
- Terms to Use in a Résumé

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

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
</tr>
<tr>
<td></td>
<td>Facilitating Discussions and Closing</td>
</tr>
<tr>
<td></td>
<td>Preparing Visual Aids</td>
</tr>
<tr>
<td></td>
<td>Virtual Meetings</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés: Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
<td></td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considering Before Taking a Job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Handling Customer Complaints</td>
<td>When a Résumé Should be Used</td>
<td>Using Employment Agencies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategies for Customer Service</td>
<td></td>
<td>Landing an Internship</td>
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<td></td>
<td></td>
<td></td>
<td>Staying Motivated to Search</td>
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</tbody>
</table>
1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
<tr>
<td>Playing Fair</td>
<td>Showing Dependability</td>
<td>Demonstrating Your Skills</td>
<td>Appropriate Work Email</td>
<td>Dealing with Difficult Customers</td>
</tr>
<tr>
<td>Using Ethical Language</td>
<td>Being Courteous</td>
<td>Building Work Relationships</td>
<td>Cell Phone Etiquette</td>
<td>Dealing with Conflict</td>
</tr>
<tr>
<td>Showing Responsibility</td>
<td>Gaining Coworkers’ Trust</td>
<td></td>
<td>Appropriate Work Texting</td>
<td></td>
</tr>
<tr>
<td>Reducing Harassment</td>
<td>Persevering</td>
<td></td>
<td>Understanding Copyright</td>
<td></td>
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<tr>
<td>Respecting Diversity</td>
<td>Handling Criticism</td>
<td></td>
<td>Social Networking</td>
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<tr>
<td>Making Truthfulness a Habit</td>
<td>Showing Professionalism</td>
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<tr>
<td>Leaving a Job Ethically</td>
<td></td>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Expected Work Traits</th>
<th>Teamwork</th>
<th>Time Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Responsibility</td>
<td>Teamwork Skills</td>
<td>Managing Time</td>
</tr>
<tr>
<td>Dealing with Information Overload</td>
<td>Reasons Companies Use Teams</td>
<td>Putting First Things First</td>
</tr>
<tr>
<td>Transferable Job Skills</td>
<td>Decisions Teams Make</td>
<td>Juggling Many Priorities</td>
</tr>
<tr>
<td>Managing Change</td>
<td>Team Responsibilities</td>
<td>Overcoming Procrastination</td>
</tr>
<tr>
<td>Adopting a New Technology</td>
<td>Problems That Affect Teams</td>
<td>Organizing Workspace and Tasks</td>
</tr>
<tr>
<td>Expressing Yourself on a Team</td>
<td>Giving and Receiving Constructive Criticism</td>
<td>Staying Organized</td>
</tr>
<tr>
<td>Giving and Receiving Constructive Criticism</td>
<td></td>
<td>Finding More Time</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>On-the-Job Etiquette</th>
<th>Person-to-Person Etiquette</th>
<th>Communication Etiquette</th>
<th>Presenting Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Professional Manners</td>
<td>Meeting Business Acquaintances</td>
<td>Creating a Good Impression</td>
<td>Looking Professional</td>
</tr>
<tr>
<td>Introducing People</td>
<td>Meeting People for the First Time</td>
<td>Keeping Phone Calls Professional</td>
<td>Dressing for Success</td>
</tr>
<tr>
<td>Appropriate Dress</td>
<td>Showing Politeness</td>
<td>Proper Use of Work Email</td>
<td>Showing a Professional Attitude</td>
</tr>
<tr>
<td>Business Meal Functions</td>
<td></td>
<td>Proper Use of Cell Phone</td>
<td>Using Good Posture</td>
</tr>
<tr>
<td>Behavior at Work Parties</td>
<td></td>
<td>Proper Use in Texting</td>
<td>Presenting Yourself to Associates</td>
</tr>
<tr>
<td>Behavior at Conventions</td>
<td></td>
<td></td>
<td>Accepting Criticism</td>
</tr>
</tbody>
</table>
Course Standard 2

MKT-MP-2
Explore the scope of marketing and fundamental marketing concepts.
2.1 Define marketing.
2.2 Explain the marketing concept and the benefits of marketing.
2.3 Relate the marketing concept to customers’ needs and wants.
2.4 Demonstrate an understanding of trends and developments in marketing.
2.5 Describe marketing functions and related activities.
2.6 Examine marketing and its importance in a local, national, and global economy.
2.7 Explore career opportunities and investigate the job market in the marketing industry.

Course Standard 3

MKT-MP-3
Examine the nature of marketing plans and the purpose of market planning.
3.1 Identify marketing strategies.
3.2 Analyze the marketing mix (5 Ps: Product, Price, Promotion, Place, People).
3.3 Explain the concepts of market share, market segmentation, and market identification.
3.4 Develop a customer profile.
3.5 Identify a target market.
3.6 Evaluate the role of situational analysis (SWOT, PEST) in the marketing planning process.
3.7 Compare and contrast the factors considered for both internal and external analysis.
3.8 Outline the elements and objectives of a marketing plan.
3.9 Explain the marketing process (planning, implementation, and control).
3.10 Compare and contrast mass marketing to niche marketing.

Course Standard 4

MKT-MP-4
Acquire foundational knowledge of business and financial concepts to understand the scope and impact of business ownership within the economy.
4.1 Explain the role of business in society.
4.2 Describe types of business activities and methods to start a business.
4.3 Define entrepreneurship.
4.4 Investigate types of business ownership.
4.5 Explain the importance of corporate social responsibility (CSR).
4.6 Examine the role of finance in business and marketing.
4.7 Identify the types and purposes of credit.
4.8 Describe the various financial documents that are maintained and analyzed when making business and marketing decisions.
Course Standard 5

**MKT-MP-5**

Demonstrate an understanding of consumer behaviors, the economic environment, and the economic benefits of marketing.

5.1 Explain the relationship between marketing and the economy.
5.2 Distinguish between economic goods and services.
5.3 Identify economic resources.
5.4 Determine economic utilities created by business activities.
5.5 Distinguish between various economic systems and the effects on what will be produced, how it will be produced, and for whom it will be produced.
5.6 Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government.
5.7 Explain why nations engage in international trade, and factors affecting trade such as culture, politics, barriers to trade, currency fluctuations, comparative advantage, etc.
5.8 Identify various measurements used to analyze an economy and how they relate to the marketing process (inflation, CPI, PPI, GDP, GNP, etc.)
5.9 Explain the principles of supply and demand including elasticity.
5.10 Examine the impacts and phases of the business cycle.

Course Standard 6

**MKT-MP-6**

Acquire foundational knowledge of marketing information and research to understand the scope of business and marketing decisions.

6.1 Describe the need for marketing information management.
6.2 Explain the nature of marketing research.
6.3 Identify the types of marketing research (advertising, product, market, and sales).
6.4 Evaluate qualitative and quantitative data and collection methods.
6.5 Compare and contrast primary vs. secondary data.
6.6 Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners, and social media).
6.7 Identify data and metrics that are analyzed to make marketing decisions.
6.8 Demonstrate knowledge of research terms: population, sample, bias, error, and validity.
6.9 Examine current trends in marketing research, consider the impacts of technology and social media.

Course Standard 7

**MKT-MP-7**

Employ processes and techniques to develop, maintain, and improve a product/service mix to optimize market opportunities.

7.1 Explain the nature and scope of the product/service management function.
7.2 Examine how businesses determine products/services to produce and sell.
7.3 Demonstrate methods/techniques to generate a product idea.
7.4 Explain the process of positioning products/services.
7.5 Explain the concept of product mix and product/service branding.
7.6 Identify the elements of product and corporate branding.
7.7 Justify branding objectives.
7.8 Identify branding strategies (co-branding, brand extension, etc.)
7.9 Investigate the functions of packaging and labeling.
Course Standard 8

MKT-MP-8
Utilize pricing strategies to maximize return and meet customer’s perception of value.

8.1 Explain the nature and scope of the pricing function.
8.2 Identify market factors that affect pricing decisions.
8.3 Calculate markup, markdown, sale prices, and discounts in dollars and percentages.
8.4 Explain legal and ethical considerations for pricing.
8.5 Identify common pricing strategies.
8.6 Explain the concept of consumers’ perceived value and the impact on pricing.
8.7 Identify the impact of product life cycles on marketing decisions.
8.8 Compare and contrast wholesale vs. retail pricing.
8.9 Examine the use of technology in the pricing function.

Course Standard 9

MKT-MP-9
Utilize promotional knowledge and skills for communicating information to achieve a desired marketing outcome.

9.1 Explain the role of promotion as a marketing function.
9.2 Identify the elements of the promotional mix.
9.3 Describe the types of promotion.
9.4 Recognize promotional channels used to communicate with targeted audiences including types of advertising media, social media, digital media, word-of-mouth, direct marketing, sales promotion, visual merchandising, tradeshows, and public relations.
9.5 Identify the components of advertisements.
9.6 Describe types of public-relations activities.
9.7 Explore social media applications as promotional tools and their impact on marketing communications.
9.8 Recognize online marketing and promotion techniques (i.e., SEO, SEM, PPC, etc.)
9.9 Identify key performance indicators (KPI) and metrics utilized to measure the effectiveness of a promotion (i.e., reach, engagement, conversion, ROI).
9.10 Explain the nature and the costs associated with a promotional plan.
9.11 Coordinate activities in the promotional plan.
9.12 Investigate ethical issues in promotion and advertising.

Course Standard 10

MKT-MP-10
Employ processes and techniques to sell goods, services, and ideas.

10.1 Explain the nature and scope of the selling function and the role of marketing as a complement to selling.
10.2 Identify factors and motivational theories that influence consumer buying behavior.
10.3 Explain the role of customer service as a component of selling relationships.
10.4 Acquire product information for use in selling.
10.5 Analyze product information to identify product features and benefits.
10.6 Describe the selling process.
10.7 Demonstrate sales techniques.
Course Standard 11

MKT-MP-11
Develop knowledge of channel management and distribution to manage supply-chain activities.
11.1 Explain the nature and scope of channel management and the impact on marketing strategies.
11.2 Identify channels of distribution.
11.3 Describe the use of technology in channel management.
11.4 Analyze how distribution affects the cost of products.
11.5 Identify the distinguishing characteristics of retailers, wholesalers, agents, and brokers.
11.6 Investigate current issues and trends in supply-chain management.

Course Standard 12

MKT-MP-12
Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.
12.1 Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of DECA.
12.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development.
12.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
12.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.