

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.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

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Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and Mixed Messages	Constructive Criticism in Writing	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	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

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

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

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

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
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	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

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

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
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			
Leaving a Job Ethically				

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.

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
	Expressing Yourself on a Team	Staying Organized
	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
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism

International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

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, tradeshow, 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.