

**Marketing Career Cluster**  
**Marketing Principles**  
**Course Number 08.47400**

**Course Description**

Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion 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 and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course. Pre-requisite for this course is advisor approval.

**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.**

<b>Person-to-Person Etiquette</b>	<b>Telephone and Email Etiquette</b>	<b>Cell Phone and Internet Etiquette</b>	<b>Communicating At Work</b>	<b>Listening</b>
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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<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	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.**

<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
	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.**

<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	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.**

<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			
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 team work skills.**

<b>Expected Work Traits</b>	<b>Teamwork</b>	<b>Time Management</b>
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.**

<b>On-the-Job Etiquette</b>	<b>Person-to-Person Etiquette</b>	<b>Communication Etiquette</b>	<b>Presenting Yourself</b>
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			

## **Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:**

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses. Additional Georgia Standards of Excellence ELA/Literacy standards for Speaking and Listening are listed in the foundational course standards below.

### **Course Standard 2**

#### **MKT-MP-2**

**Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).**

- 2.1 Obtain an understanding of marketing, business, and management terminology.
- 2.2 Explain all aspects of the communication process and how they interrelate including mastering effective communication, utilizing company resources to ascertain policies and procedures, making oral presentations, editing and revising written work consistent with professional standards, and writing professional e-mails, business letters, informational messages, inquiries, persuasive messages, press releases, executive summaries and simple written reports.
- 2.3 Explain the nature and scope of teamwork and human relations including the nature of emotional intelligence, self-esteem, personal biases and stereotypes, personal strengths and weaknesses, desirable personality traits important to business, stress management, negotiation and conflict-resolution skills, consensus-building skills, and the impact of political relationships within an organization.
- 2.4 Explain the need for creative thinking and problem solving skills.
- 2.5 Explain the requirements for success in the workplace including setting personal goals, assessing personal interests and skills, building and continually perfecting a personal brand, analyzing employer expectations, respecting the needs and opinions of all stakeholders, continually investigating career information, and differentiating between personal and business use of social media while determining the positive and negative aspects of both in the workplace.

## **Support of CTAE Foundation Course Standards and Georgia Standards of Excellence**

**ELACC9-10SL1:** Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others’ ideas and expressing their own clearly and persuasively.

**ELACC9-10SL4:** Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.

### **Course Standard 3**

#### **MKT-MP-3**

**Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.**

- 3.1 Define marketing.
- 3.2 Explain the concept of marketing strategies and the marketing mix.
- 3.3 Describe marketing functions and related activities.
- 3.4 Compare and contrast the effects of marketing activities.
- 3.5 Explain the nature of marketing plans.
- 3.6 Explain the role of situational analysis in the marketing planning process.
- 3.7 Explain the concept of market, market segmentation, and market identification.

- 3.8 Relate the marketing concept to customers' needs and wants.

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**Course Standard 4**

**MKT-MP-4**

**Implement, modify, and improve business and marketing systems to facilitate business activities.**

- 4.1 Explain the role of business in society.
- 4.2 Describe types of business activities.
- 4.3 Explain types of business ownership.
- 4.4 Explain the concept of management.
- 4.5 Relate the role of stockholders to management policies.
- 4.6 Demonstrate an understanding of trends and developments in marketing.
- 4.7 Explain the importance of corporate social responsibility (CSR).

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**Course Standard 5**

**MKT-MP-5**

**Demonstrate an understanding of customer behaviors and the economic environment in which customers function.**

- 5.1 Explain the relationship between marketing and the economy.
- 5.2 Distinguish between the concepts of economics and economic activities and distinguish between economic goods and services.
- 5.3 Explain the concept of 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 Identify various measurements used to analyze an economy and how they relate to the marketing process.
- 5.8 Explain the principles of supply and demand including elasticity.
- 5.9 Describe the functions of pricing in markets.

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**Course Standard 6**

**MKT-MP-6**

**Employ financial knowledge and skill to facilitate marketing decisions.**

- 6.1 Explain the role of finance in business.
- 6.2 Describe the difference between business finance and personal finance.
- 6.3 Identify the types and purposes of credit.
- 6.4 Describe the various types of financial records that should be analyzed in making marketing decisions.
- 6.5 Relate profit, cash flow, margin, and sales to the financial plan.

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## Course Standard 7

**MKT-MP-7**

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

- 7.1 Describe the need for marketing information.
- 7.2 Explain the nature and scope of the marketing information management function.
- 7.3 Describe the types of marketing research (advertising, product, market, and sales) and the differences between quantitative and qualitative data.
- 7.4 Explain the nature of marketing research.
- 7.5 Contrast the differences in primary and secondary data.
- 7.6 Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners, and social media).
- 7.7 Identify data monitored for marketing decision making.
- 7.8 Demonstrate knowledge of the terms population, sample, bias, error, validity and reliability.
- 7.9 Relate trends and limitations in marketing research including the impact of social media.

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## 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 Distinguish between market share and market position as it relates to pricing.
- 8.3 Compare and contrast markup, markdown, sale prices, and discount dollars and percentages.
- 8.4 Explain factors affecting pricing decisions.
- 8.5 Identify key price mix strategies.

8.6 Identify the impact of product life cycles on marketing decisions.

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## Course Standard 9

### **MKT-MP-9**

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

- 9.1 Explain the nature and scope of the product/service management function.
- 9.2 Examine how businesses determine products/services to produce and sell.
- 9.3 Detail the procedure of positioning products/services.
- 9.4 Explain the concept of product mix and product/service branding.
- 9.5 Describe the nature of product bundling.
- 9.6 Explain the nature of corporate branding.
- 9.7 Identify product opportunities.
- 9.8 Identify methods/techniques to generate a product idea.
- 9.9 Generate product ideas.

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## 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 Explain factors and motivational theories that influence customer/client/business buying behavior.
- 10.3 Explain the role of customer service as a component of selling relationships.
- 10.4 Explain the nature of sales channels.
- 10.5 Explain the selling process.
- 10.6 Demonstrate sales techniques.
- 10.7 Explain key factors in building a clientele.
- 10.8 Explain company selling policies.
- 10.9 Acquire product information for use in selling.
- 10.10 Analyze product information to identify product features and benefits.

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## Course Standard 11

### MKT-MP-11

**Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.**

- 11.1 Explain the role of promotion as a marketing function.
- 11.2 Explain the types of promotion.
- 11.3 Identify the elements of the promotional mix.
- 11.4 Understand promotional channels used to communicate with targeted audiences including types of advertising media, social media, digital media, word-of-mouth, direct marketing, sales promotion, trade-show/exposition participation, and public-relations activities.
- 11.5 Identify the types of advertising and social media and media costs.
- 11.6 Explain the components of advertisements.
- 11.7 Identify types of public-relations activities.
- 11.8 Discuss internal and external audiences for public-relations activities.
- 11.9 Explain the nature of a promotional plan.
- 11.10 Coordinate activities in the promotional mix.

## Course Standard 12

### MKT-MP-12

**Utilize knowledge of distribution to manage supply-chain activities.**

- 12.1 Explain the nature and scope of channel management.
- 12.2 Explain the nature of channels of distribution.
- 12.3 Explain the marketing functions of transportation and storage.
- 12.4 Interpret common buying and shipping terms.
- 12.5 Explain the receiving process.
- 12.6 Describe the use of technology in channel management.
- 12.7 Analyze how distribution affects the cost of products.
- 12.8 Identify the distinguishing characteristics of retailers, wholesalers, agents, and brokers.
- 12.9 Explain the relationship between customer service and channel management.

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## Course Standard 13

### MKT-MP-13

**Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.**

- 13.1 Define international business/marketing.
- 13.2 Explain why nations engage in international trade, as well as factors affecting trade such as culture, political structure, barriers to trade, currency fluctuations, comparative advantage, etc.
- 13.3 Explain marketing and its importance in a global economy, as well as the struggles encountered by companies engaging in exporting, importing, and contract manufacturing.

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