Marketing Career Cluster
Marketing and Entrepreneurship
Course Number 08.44100

Course Description:
Marketing and Entrepreneurship is the second course in the Marketing and Management Career Pathway. Marketing and Entrepreneurship begins an in-depth and detailed study of marketing while also focusing on management with specific emphasis on small business ownership. This course builds on the theories learned in Marketing Principles by providing practical application scenarios which test these theories. In addition, Marketing and Entrepreneurship focuses on the role of the supervisor and examines the qualities needed to be successful.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

Course Standard 1

MKT-ME-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.

<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>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
<td></td>
</tr>
<tr>
<td>Interacting with Suppliers</td>
<td>Making Cold Calls</td>
<td>Effective Nonverbal Skills</td>
<td>Developing a Listening Attitude</td>
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<tr>
<td></td>
<td>Handling Conference Calls</td>
<td>Effective Word Use</td>
<td>Show You Are Listening</td>
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<tr>
<td></td>
<td>Handling Unsolicited Calls</td>
<td>Giving and Receiving Feedback</td>
<td>Asking Questions</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Obtaining Feedback</td>
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<td></td>
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<td></td>
<td>Getting Others to Listen</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nonverbal Communication</th>
<th>Written Communication</th>
<th>Speaking</th>
<th>Applications and Effective Résumés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating Nonverbally</td>
<td>Writing Documents</td>
<td>Using Language Carefully</td>
<td>Completing a Job Application</td>
</tr>
</tbody>
</table>
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>
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<td></td>
<td>Facilitating Discussions and Closing</td>
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<td></td>
<td>Preparing Visual Aids</td>
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<td></td>
<td>Virtual Meetings</td>
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</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:</td>
<td>Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considerations Before Taking a Job</td>
<td>Searching the Classified Ads</td>
</tr>
<tr>
<td>Handling Customer Complaints</td>
<td></td>
<td>When a Résumé Should be Used</td>
<td></td>
<td>Using Employment Agencies</td>
</tr>
<tr>
<td>Strategies for Customer Service</td>
<td></td>
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<td></td>
<td>Landing an Internship</td>
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<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>
</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 team work 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>Staying Organized</td>
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<tr>
<td>Giving and Receiving Constructive Criticism</td>
<td>Finding More Time</td>
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<td>Managing Projects</td>
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<td>Prioritizing Personal and Work Life</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>Proper Use in Texting</td>
<td>Presenting Yourself to Associates</td>
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<tr>
<td>Behavior at Conventions</td>
<td></td>
<td>Accepting Criticism</td>
<td></td>
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<tr>
<td>International Etiquette</td>
<td></td>
<td>Demonstrating Leadership</td>
<td></td>
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<tr>
<td>Cross-Cultural Etiquette</td>
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<tr>
<td>Working in a Cubicle</td>
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</tbody>
</table>
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.

Course Standard 2

MKT-ME-2
Understand the concepts, processes, systems, strategies and tools needed to be
a successful entrepreneur / business owner / manager.
2.1 Explain the concepts and processes associated with successful entrepreneurial
performance.
a. Define entrepreneurship.
b. Identify and analyze characteristics of a successful entrepreneur.
c. Identify the reasons for planning in entrepreneurial businesses.
d. Discuss the entrepreneurial discovery processes, risks, and rewards of being an
entrepreneur.
e. Assess global trends and opportunities.
f. Determine opportunities for business creation.
g. Generate ideas for business.
2.2 Explain the fundamental concepts of business ownership.
a. Determine the relationship of competition to our private, free enterprise system.
b. Explain the effects of competition on buyers and sellers.
c. Identify the common types of business ownership.
d. Compare and contrast the advantages and disadvantages of each type of ownership.
2.3 Explain the concepts, systems, and tools needed to gather, access, synthesize,
evaluate, and disseminate information for use in making business decisions.
a. Describe the use of technology in the marketing-information management function.
b. Describe options businesses use to obtain marketing research data (i.e., primary and
secondary research).
c. Explain characteristics of effective data collection instruments.
d. Describe techniques for processing marketing information.
e. Discuss methods used to interpret and present segment information (verbal, charts,
graphs, etc.).

Course Standard 3

MKT-ME-3
Understand the concepts, strategies, and systems needed to implement and
obtain support for an entrepreneurial entity.
3.1 Determine feasibility of ideas (i.e. test marketing, prototyping, marketing research, etc.).
3.2 Cite evidence of the major reasons for business failure.
3.3 Utilize the marketing functions to determine the competitive advantage of the proposed
business.
3.4 Discuss elements needed in a formal written prospectus (i.e., (1) executive summary, (2)
introduction, (3) analysis of the business situation, (4) Strengths, Weaknesses,
Opportunities, and Threats (SWOT) Analysis if evaluating a company or Porter’s Five
Forces Analysis if evaluating an industry, (5) planned operation of the proposed
business/product/service, (6) milestones, (7) timelines, (8) planned financing and request
for financing).
3.5 Identify technology needed to create a visual presentation.
Course Standard 4

MKT-ME-4
Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.

4.1 Locate resources for goods and/or services.
4.2 Discuss sources of capital used by entrepreneurs.
4.3 Compare and contrast sources of available capital.
4.4 Identify fixed and variable costs for startup and maintenance of the business.
4.5 Discuss the terms associated with financial reports.
4.6 List and describe the elements of a tentative budget for the business including the nature of an income statement, balance sheet, and cash flow statement.
4.7 Identify tax liabilities associated with a business.

Course Standard 5

MKT-ME-5
Understand the concepts, processes, systems, strategies and tools needed to create a successful business venture.

5.1 Identify goods and/or services to be sold.
5.2 Explain the processes and strategies used in selecting a business location whether brick and mortar, e-business, or both.
   a. Discuss types of business locations.
   b. Explain the steps used in conducting a location analysis.
   c. Identify trends and other criteria for site location.
   d. Justify rationale for selected site.
5.3 Determine the effect of government on business.
   a. Determine governmental agencies and governmental regulations affecting businesses.
   b. Explain the importance of terms such as copyright, trademark, patent, logo, license, permit, etc.
   c. Determine licenses needed by a small business.
5.4 Discuss and explain the types of risks that businesses encounter.
5.5 Identify the market segment for the business.
5.6 Formulate a marketing mix designed to reach a specific market segment.

Course Standard 6

MKT-ME-6
Understand the concepts, systems, and tools needed to complete the marketing plan.

6.1 Identify product strategies.
   a. Describe the use of technology in the product/service management function.
   b. Describe the uses of grades and standards in marketing.
   c. Explain warranties and guarantees.
   d. Describe factors used by marketers to position products/services.
   e. Describe factors used by businesses to position corporate brands.
   f. Explain the importance of planning purchasing decisions.
6.2 Identify place strategies.
   a. Describe the use of technology in the channel management function.
   b. Describe ethical considerations in channel management.
   c. Coordinate channel management with other marketing activities.
   d. Explain the costs associated with inventory management.
   e. Compare and contrast the various inventory management systems.
6.3 Identify pricing strategies.
   a. Describe the role of business ethics in pricing.
   b. Explain the use of technology in the pricing function.
   c. Identify factors that affect pricing.
   d. Identify factors that affect pricing strategy decisions, including the product life cycle.

6.4 Identify promotion strategies.
   a. Describe the use of technology in the promotion function.
   b. Describe the regulation of promotion.
   c. Discuss the components of the promotional mix including direct marketing and internet marketing.
   d. Explain the importance of coordinating elements in advertisements.
   e. Explain considerations used to evaluate whether to participate in trade shows/expositions.
   f. Outline a promotional plan including internet and other forms of promotion.

6.5 Identify selling strategies.
   a. Describe the use of technology in the selling function.
   b. Identify company’s unique selling proposition.
   c. Explain the nature of sales forecasts.
   d. Discuss actions employees can take to achieve the company’s desired results.
   e. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
   f. Demonstrate sales techniques.

Course Standard 7

MKT-ME-7

Understand the concepts, processes, systems, strategies and tools needed to successfully manage a business venture.

7.1 Identify the day to day operating procedures businesses must consider.
7.2 Identify the ethical, social, and environmental responsibilities of businesses.
   a. Describe the social obligations of a business.
   b. Determine ethical behavior and ethical issues in business.
   c. Develop an awareness of safety procedures and health procedures used in business operations.
   d. Identify environmental concerns and issues related to the operation of a business.
7.3 Explain the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity.
   a. Outline personnel procedures.
   b. Discuss the hiring and training process.
   c. Explain benefits for employees.
   d. Identify internal and external service standards.
   e. Explain the concept of internal branding and how it helps to create value.
7.4 Identify methods to evaluate the success of the entrepreneurial venture.