

# Marketing Principles

Marketing Principles is a one-credit course designed to provide students with an overview of in-depth marketing concepts. Students develop a foundational knowledge of marketing and its functions, including marketing information management, pricing, product and service management, entrepreneurship, and promotion and selling. Students examine the need for sales and marketing strategies. Students practice customer relationship skills, ethics, technology applications, and communicating in the workplace.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

## Basic Marketing Concepts

Students will:

1. Interpret research results to analyze the purpose, definition, concepts, benefits, and strategies of marketing for their impact on individuals and businesses.
  - Categorizing target markets
  - Evaluating the marketing mix and segmentation and their contribution to successful marketing
  - Differentiating between marketing and merchandising
  - Differentiating between indirect and direct marketing
2. Differentiate among laws and regulations associated with marketing.
3. Explain differences among business enterprises of sole-proprietorship, partnership, corporation, franchise, and licensing.

## Research

4. Analyze methods of conducting market research to gain a competitive edge.

## Economics

5. Explain economic concepts, international trade, and the free enterprise system in a global economy.
  - Determining the interrelationship of business, government, and individuals
  - Evaluating the effect of cultural beliefs and values on economic goals and decisions
  - Determining the role e-commerce plays in the marketing of goods and services
  - Assessing the role of government in a free enterprise system
  - Analyzing the use of natural resources and recycling in economic systems

## Sales and Promotions

6. Explain concepts and techniques of selling.
  - Analyzing customer buying decisions for influencing factors
  - Demonstrating the selling process and techniques used in marketing and management
  - Performing calculations for completing sales transactions
7. Analyze promotional and merchandising tools and types of promotions in marketing and management to optimize revenue.
  - Distinguishing between institutional and promotional advertising media
  - Combining elements of advertising and merchandising for developing a display

## Merchandising

8. Use cost analysis to evaluate methods for purchasing and distributing merchandise.
  - Comparing methods of stock handling and inventory control
  - Explaining the process of ordering and receiving
  - Determining the most efficient channels of distribution
9. Critique factors affecting pricing decisions.
  - Evaluating branding, packaging, labeling, and pricing strategies

## Career Opportunities

10. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in marketing.
  - Demonstrating the employment process, including job source research; résumé preparation; letters of application, acceptance, refusal, and resignation; application form completion; and mock interviews

## Communication and Interpersonal Skills

11. Demonstrate interpersonal skills and the ability to work cooperatively as needed in the workplace with team members, supervisors, and customers from diverse cultural backgrounds using creative problem-solving, decision-making, and critical-thinking strategies.
12. Demonstrate effective written communication skills for the workplace by creating a variety of business communications for the workplace using correct grammar and terminology.
13. Demonstrate effective oral presentation skills using research materials and media to sustain listener attention and interest.
  - Preparing support materials to accompany presentations
  - Demonstrating the ability to speak effectively to customers, clients, coworkers, and supervisors using appropriate grammar and terminology

14. Demonstrate the ability to write clear directions, descriptions, and explanations as used in the workplace.
  - Explaining steps of a new product development as it relates to product life cycles
  - Explaining types and purposes of consumer and business credit