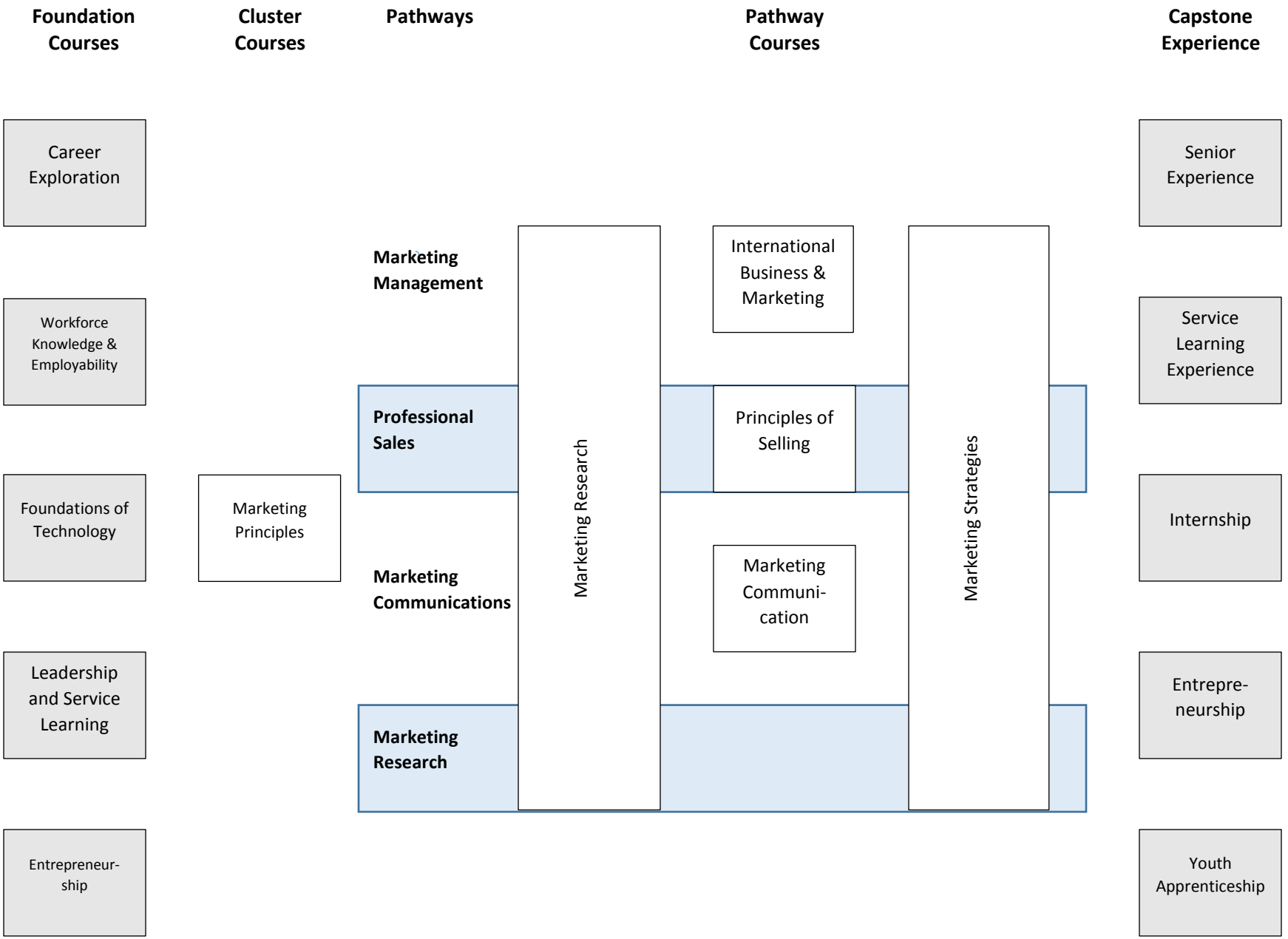
Marketing Programs of Study



Marketing Principles

Career Cluster	Marketing
Course Code	12164
Prerequisite(s)	Recommended pre-requisite for all other Marketing courses
Credit	0.5
Program of Study and Sequence	Foundational Course - **Marketing Principles -** Pathway Course
Student Organization	DECA/Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job Shadow; mentoring; guest speakers; tours; informational interviews.
Industry Certifications	N/A
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Business Marketing & Management Pathway Endorsement; Marketing Cluster Endorsement; *Marketing Education
Resources	

Course Description:

Marketing Principles introduces the student to the basic concepts of modern marketing. Course content includes general marketing principles of product planning and production, distribution, pricing and promotions.

Program of Study Application

Marketing Principles is a cluster course in the Marketing career cluster. Successful completion of this course would prepare a student to enter any of the pathways within the cluster.

Career Cluster: Marketing

Course: Marketing Principles

Course Standards

MP 1 Students will understand and classify the fundamental concepts of marketing.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and reproduction	MP 1.1 Define the marketing process and the involved stakeholders	• Describe marketing functions and related activities • Define stakeholder (internal and external) • Identify values of marketing
Level 1: Recall and reproduction	MP 1.2 Define marketing concept	• Understand the evolution of the marketing concept (i.e. production, product, sales, societal marketing)

Level 2: Skill/Concept	MP 1.3 Understand different marketing functions within the organization and their associated careers	• Identify various roles (e.g. sales, brand management, marketing research, marketing communications) • Understand teamwork dynamics within marketing departments and overall organization • Discuss career opportunities in marketing
Level 2: Skill/Concept	MP 1.4 Indicate the importance of ethical marketing	• Define sustainable marketing • Discuss the impact of marketing on society, environment and economy
Level 3: Strategic Thinking	MP 1.5 Explain marketing and its importance in a global economy	• Discuss different factors involved in international marketing
Level 2: Skill/Concept	MP 1.6 Understand the difference between business-to-consumer and business-to-business marketing	

Notes

MP 2 Students will understand the relationships among product, price, promotion, and distribution.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MP 2.1 Explain the promotional mix, its concepts and strategies	• Define the promotional mix • Explain the role of promotion as a marketing function • List the elements of the promotional mix
Level 2: Skill/Concept	MP 2.2 Distinguish factors involved in price planning	• Understand goals of pricing • Understand market factors that affect price planning • Understand price elasticity of demand
Level 3: Strategic Thinking	MP 2.3 Analyze product planning and development	• Explain the nature and scope of the product/service management function • Differentiate between a product and service

Level 2: Skill/Concept	MP 2.4 Identify and evaluate the channels of distribution	• Identify various channels of distribution • Explain the nature of channel members' relationships

Notes

MP 3 Students will understand market segmentation and targeting.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and reproduction	MP 3.1 Define market segmentation and target marketing	
Level 2: Skill/Concept	MP 3.2 Understand various ways used to segment a market	• Discuss segmentation methods (e.g. demographic, psychographic and geographic trends, etc.)
Level 3: Strategic Thinking	MP 3.3 Identify potential target markets for various products and services	• Indicate the criteria required for a potential target market (e.g. profitably, accessibility, etc.)

Notes

MP 4 Students will understand the concept of marketing research and how it relates to marketing.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MP 4.1 Identify the importance and purpose of marketing research	• Discuss the importance of marketing research in the business decision-making process
Level 2: Skill/Concept	MP 4.2 Differentiate between primary and secondary data	
Level 2: Skill/Concept	MP 4.3 Differentiate between qualitative and quantitative research	
Level 2: Skill/Concept	MP 4.4 Discuss the role of data analysis and quantitative analytics within marketing.	

Notes

MP 5 Students will evaluate marketing objectives and strategies.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and reproduction	MP 5.1 Identify marketing goals and objectives	• Discuss unique marketing goals (e.g. market share, brand awareness, etc.)
Level 3: Strategic Thinking	MP 5.2 Analyze current successful and unsuccessful examples of marketing activities	
Level 4: Extended Thinking	MP 5.3 Evaluate marketing decisions from the perspective of marketing managers	

Notes

Marketing Research

Career Cluster	Marketing
Course Code	12167
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Foundation Course – Marketing Principles – **Marketing Research** – pathway course
Student Organization	Future Business Leaders of America (FBLA), DECA
Coordinating Work-Based Learning	Mentoring; job shadow; informational interviews
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Marketing Cluster Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; *Marketing Education
Resources	

Course Description:

Marketing Research describes the process of acquiring, classifying and interpreting primary and secondary marketing data. The course of study focuses on the system (planning, collecting, processing and implementing information) for conducting research to determine marketing strategies and decisions.

Program of Study Application

Marketing Research is a pathway course within the Marketing career cluster, all career pathways.

Course Standards

MR 1 Students will understand marketing research as a career and marketing discipline.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and Reproduction	MR 1.1 Identify and explore career opportunities in marketing research	
Level 2: Skill/Concept	MR 1.2 Understand the use of marketing research in making informed business and marketing decisions	
Level 2: Skill/Concept	MR 1.3 Understand the concept of big data and its implications in business	
Level 4: Extended Thinking	MR 1.4 Apply ethical reasoning to a variety of situations to make ethical decisions	• Identify unique situations that require special treatment (e.g., human participants, children, etc.) • Identify privacy issues associated with conducting research.

Notes

Career Cluster: Marketing

Course: Marketing Research

MR 2 Students will understand the marketing research process.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 3: Strategic Thinking	MR 2.1 Assess marketing information needs to develop a marketing information management system	
Level 4: Extended Thinking	MR 2.2 Design quantitative and qualitative marketing research activities to ensure adequacy of data collection efforts	
Level 4: Extended Thinking	MR 2.3 Analyze secondary marketing data to ensure accuracy and adequacy of information for decision making	
Level 4: Extended Thinking	MR 2.4 Implement primary marketing research strategy to test hypotheses and/or to resolve issues	
Level 3: Strategic Thinking	MR 2.5 Correlate marketing data that aid in the decision making process	
Level 4: Extended Thinking	MR 2.6 Apply statistical methods to aid in data interpretation	

Notes

MR 3 Students will report research findings for use in making strategic marketing decisions.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 3: Strategic Thinking	MR 3.1 Report findings to communicate research information with various stakeholders	
Level 4: Extended Thinking	MR 3.2 Manage marketing information to analyze, predict and recommend successful marketing strategies	

Notes

Marketing Communication

Career Cluster	Marketing
Course Code	12009
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – **Marketing Communication** – Capstone Experience
Student Organization	DECA, Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Field trip, mentoring, guest speaker
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Sales, Merchandising, & Marketing Research Support Pathway Endorsement; *Business Education; *Marketing Education
Resources	

Course Description:

Marketing Communication introduces the student to the basic concepts of marketing communications and links this communication to strategic planning, product and pricing decisions, and distributions and promotional decisions. Examples of marketing communication activities include advertising, direct marketing, public relations, sales promotion, personal selling, and digital marketing.

Program of Study Application

Marketing Communications is a pathway course in the Marketing career cluster, Marketing Communications pathway.

Course Standards

MC 1 Students will understand the concept of integrated marketing communication (IMC).

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and Reproduction	MC 1.1 Define the concept of marketing communication	• Identify the importance of marketing communication to marketers and the overall organization.
Level 2: Skill/Concept	MC 1.2 Understand the role of IMC in developing effective marketing plans	• Align IMC objectives with the overall marketing objectives • Identify interconnections between communication goals and overall marketing goals
Level 3: Strategic Thinking	MC 1.3 Assess modern technological factors that affect marketing communication	• Identify evolving technological advances and how they affect marketing communication
Level 3: Strategic Thinking	MC 1.4 Explore various career opportunities within the advertising and communication industries	• Research career options within the marketing communications industry

Notes

MC 2 Students will understand the communication process in relation to promotional programs.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MC 2.1 Understand the overall communication process	• Identify the sender, receiver, message, noise, channels, and feedback • Recognize the different communication delivery modes
Level 3: Strategic Thinking	MC 2.2 Establish communication goals and objectives	• Identify SMART (specific, measurable, attainable, realistic, time-bound) communication goals that are integrated with the overall marketing plan

Notes

MC 3 Students will understand development of an integrated promotional mix.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and Reproduction	MC 3.1 Identify the elements of the promotional mix	• List the elements of the promotional mix (e.g. advertising, direct marketing, public relations, sales promotion, personal selling, and digital marketing)
Level 2: Skill/Concept	MC 3.2 Understand the role and importance of various promotional mix elements in achieving marketing communication goals	• Determine objective(s) of various promotional mix elements • Identify advantages and disadvantages of implementing various promotional mix elements

Notes

MC 4 Students will understand the integrated marketing communication message strategy and its execution.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MC 4.1 Determine the purpose of the IMC message	• Identify what the communication message will say or communicate
Level 2: Skill/Concept	MC 4.2 Determine how the message fits with your desired target market	• Identify different communication/ advertising appeals and execution styles

Notes

MC 5 Students will determine media strategy and its objectives.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MC 5.1 Determine media objectives to achieve communication goals	• Discuss various metrics used to set media objectives (e.g. reach, frequency, etc.)
Level 3: Strategic Thinking	MC 5.2 Identify various media vehicles to deliver the IMC message	• Identify advantages and disadvantages of different media vehicles (e.g. TV, radio, newspaper, social ads, etc.)

Notes

MC 6: Students will evaluate the integration and implementation of the IMC plan.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 3: Strategic Thinking	MC 6.1 Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints	• Discuss the integration of different promotional tactics into a marketing communication plan

Notes

Marketing Strategies

Career Cluster	Marketing
Course Code	12152
Prerequisite(s)	Marketing Principles
Credit	0.5
Program of Study and Sequence	Marketing Principles – **Marketing Strategies** – Additional pathway course or Capstone Experience
Student Organization	DECA, Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job shadowing, guest speakers, field trips, informational interview, mentoring
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Marketing Cluster Endorsement; *Marketing Education
Resources	

Course Description:

This course will present strategies for optimal marketing of products and services. This class examines how marketing variables influence the decisions made by marketing managers. The course emphasizes product planning, promotion and distribution, and pricing based on theories of consumer behavior and market segmentation.

Program of Study Application

Marketing Strategies is a pathway course in the Marketing career cluster, all pathways.

Career Cluster: Marketing

Course: Marketing Strategies

Course Standards

MS 1: Students will understand the foundations of marketing strategy and their integration into the overall organizational goals and objectives.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MS 1.1 Understand the role of marketing strategy	• Discuss how marketing contributes to meeting the objectives of business organizations
Level 2: Skill/Concept	MS 1.2 Integrate marketing planning with an organization's mission, vision, strategic plan, and ethical standards	• Identify mission and vision statements and future goals for a company and/or specific business unit • Examine the marketing environment (i.e. competitive forces, economic forces, political forces, legal forces, technological forces, sociocultural forces)

Level 3: Strategic Thinking	MS 1.3 Identify opportunities and challenges within industry	• Discuss internal factors (i.e. strengths and weaknesses) and external factors (i.e. opportunities and threats) facing the organization
Level 3: Strategic Thinking	MS 1.4 Explore careers in marketing	• Research careers within the field of marketing

Notes

MS 2: Students will learn how to establish marketing competitive advantage.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and reproduction	MS 2.1 Define competitive advantage	• Discuss how a company provides a value to consumers that is superior to competition • Identify competitive growth strategies (e.g. market penetration, product development, market development, diversification)
Level 3: Strategic Thinking	MS 2.2 Analyze primary and secondary competitors	• Describe the difference between primary and secondary • Analyze strengths and weaknesses of competitors and how each differentiates itself to competitors

Level 2: Skill/Concept	MS 2.3 Describe the importance of differentiation	• Discuss different differentiation strategies (e.g. differentiated, non-differentiated, niche, concentrated) and how they help the organization achieve a competitive advantage
Level 2: Skill/Concept	MS 2.4 Understand positioning strategies	• Discuss perceptual mapping and how it is used to set positioning strategies

Notes

MS 3: Students will learn how to apply segmentation and targeting techniques to marketing decision making.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MS 3.1 Identify and describe various market segments	• Discuss how segmentation allows the marketing mix to be closely matched to specific needs and wants • Discuss various segmentation variables (e.g. demographics, psychographics, lifestyle, etc.) used to divide the total market
Level 3: Strategic Thinking	M.S 3.2 Identify target market(s)	• Discuss evaluation criteria utilized to evaluate a target market (e.g. profitability, accessibility) • Describe in detail a potential selected target market for a particular product

Notes

MS 4: Students will learn how to design an effective marketing mix for a product or service.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MS 4.1 Describe product line(s) or services for the target market(s)	• Discuss product/service features and benefits • Discuss product life cycle • Compare products/services to other competing products/services
Level 2: Skill/Concept	MS 4.2 Create a marketing message for a chosen target market	• Select advertising media vehicles to reach a chosen target market • Select various elements of the promotional mix that fits with a chosen target market

Level 3: Strategic Thinking	MS 4.3 Determine pricing objectives and strategies	• Establish pricing goals • Identify pricing strategies (e.g. price skimming, penetration pricing, status quo pricing) • Understand different methods used to set prices (e.g. market pricing, break-even pricing)
Level 3: Strategic Thinking	MS 4.4 Understand various strategies and levels of distribution	• Define marketing channels • Understand the role of different channel vendors (e.g. wholesalers, agents, brokers, retailers) • Understand various level of distribution (e.g. intensive, selective, exclusive) • Discuss the impact of modern technological advances on distribution

MS 5: Students will learn how to evaluate the efficiency and effectiveness of marketing plans.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	MS 5.1 Understand the marketing management process	• Discuss the role of planning, organizing, implementation, and control within the marketing function
Level 2: Skill/Concept	MS 5.2 Establish performance standards	• Discuss the value of setting SMART marketing objectives (Specific, Measurable, Achievable, Relevant, Time-Bound) • Understand the difference between effectiveness and efficiency
Level 3: Strategic Thinking	MS 5.3 Compare actual performance to the established performance standards	• Learn how to detect differences between desired and actual performance • Learn how to monitor marketing activities flexibly to accommodate changes

Level 2: Skill/Concept	MS 5.4 Learn various budgeting methods	• Discuss various budgeting techniques in marketing planning (e.g. benchmarking, bottom-up, top-down)

Notes

International Business & Marketing

Career Cluster	Marketing
Course Code	12056
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles– **International Business and Marketing** – additional pathway course or Capstone Experience
Student Organization	DECA – Family, Career and Community Leaders of America (FCCLA), Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job shadow-mentoring-informational interviews-internships
Industry Certifications	NA
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Business Marketing & Management Pathway Endorsement; Marketing Cluster Endorsement; Finance Cluster Endorsement; Banking Services & Business Finance Pathway Endorsement; Insurance, Securities & Investments Pathway Endorsement; Sales, Merchandising & Marketing Research Support Pathway Endorsement; *Business Education; *Marketing Education
Resources	

Course Description:

International Business and Marketing will introduce students to the tools and terminology needed to explore and understand marketing practices in a global environment. The scope and challenge of international marketing, the dynamic environment of international business, and ways to develop global marketing strategies will be examined.

Program of Study Application

International Business and Marketing is a pathway course in the Marketing career cluster, Marketing Management pathway.

Course Standards

IBM 1 Students will understand the scope of international business.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and Reproduction	IBM 1.1 Define international business	
Level 1: Recall and Reproduction	IBM 1.2 Identify and explore career opportunities in international business • Research career opportunities	*SD MyLife*

Notes

IBM 2 Students will understand ethical challenges unique to international marketing.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 4: Extended Thinking	IBM 2.1 Apply ethical reasoning to a variety of international situations to make ethical decisions	
Level 2: Skill/Concept	IBM 2.2 Evaluate alternative response to workplace situations based on legal responsibilities and employer policies	

Notes

IBM 3 Students will understand the factors included in international marketing plan.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	IBM 3.1 Research and identify current international business trends	
Level 2: Skill/Concept	IBM 3.2 Explain economic factors that affect international market entry	Identify economic and financial factors (e.g., currency exchange rates, tariffs, etc.)
Level 3: Strategic Thinking	IBM 3.3 Conduct an environmental scan for an international market	Explain how modification to environmental factors are needed for successful entry into an international market (e.g., Political, Technology, Infrastructure, Economic, Cultural and Target market factors)
Level 3: Strategic Thinking	IBM 3.4 Identify different market entry strategies and the risk and return associated with each	Explain the different modes of entry (i.e., Export, Licensing, Franchising, Partnering, Joint Venture and Direct Ownership)
Level 3: Strategic Thinking	IBM 3.5 Identify different modifications used within the marketing mix to effectively market internationally.	

Notes

Principles of Selling

Career Cluster	Marketing
Course Code	12202
Prerequisite(s)	Marketing Principles recommended
Credit	0.5
Program of Study and Sequence	Marketing Principles – **Principles of Selling** – Other pathway course or Capstone Experience
Student Organization	DECA – Family, Career and Community Leaders of America (FCCLA) – Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Tours-Job Shadow-Informational Interviews
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Business Management & Administration Cluster Endorsement; Marketing Cluster Endorsement; Finance Cluster Endorsement; Banking Services & Business Finance Pathway Endorsement; Insurance, Securities & Investments Pathway Endorsement; *Business Education; *Marketing Education
Resources	

Course Description:

Principles of Selling offers students an overview of the sales career and sales process. Topics include principles of selling, consumer and business buying behavior, the sales process and customer relationship management.

Program of Study Application

Principles of Selling is a pathway course in the Marketing career cluster, Professional Sales pathway.

Career Cluster: Marketing

Course: Principles of Selling

Course Standards

PS 1 Students will understand the role of sales.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 1: Recall and Reproduction	PS 1.1 Identify and explore sales career opportunities	
Level 1: Recall and Reproduction	PS 1.2 Identify the promotional mix	• Discuss different tools (e.g., Advertising, Publicity, Sales, Sales Promotion, Direct Marketing, Digital Marketing)
Level 2: Skill/Concept	PS 1.3 Identify the role of sales in the promotional mix	• Understand the advantages and disadvantages of Sales as a promotional tool

Notes

PS 2 Students will understand the unique challenges of ethical decisions in sales.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 4: Extended Thinking	PS 2.1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions	
Level 2: Skill/Concept	PS 2.2 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies	
Level 2: Skill/Concept	PS 2.3 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibility	
Level 1: Recall and Reproduction	PS 2.4 Identify personal and long-term workplace consequences of unethical or illegal behaviors	
Level 3: Strategic Thinking	PS 2.5 Explain personal and long-term workplace consequences of legal and ethical considerations	

Notes

PS 3 Students will understand consumer and business buying behavior.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	PS 3.1 Differentiate between consumer needs and wants	
Level 2: Skill/Concept	PS 3.2 Identify the consumer decision-making process	• Discuss steps in the decision-making process • Differentiate between high and low involvement products • Identify major influences on consumer behavior
Level 2: Skill/Concept	PS 3.3 Understand unique aspects of business buying behavior	• List roles of participants in business buying centers • Understand different buying situations (e.g., new buy, modified rebuy, straight rebuy)

Notes

PS 4 Students will understand the sales process.

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	PS 4.1 Understand the selling process	• Explain the nature and scope of the selling function. • List steps in the selling process.
Level 2: Skill/Concept	PS 4.2 Explain lead generation and qualification	• Explore ways to generate leads • Define a qualified lead • Identify the characteristics of a qualified lead (e.g., willingness, ability, authority)
Level 3: Strategic Thinking	PS 4.3 Identify and utilize needs assessment	• Identify needs assessment techniques • Determine customer/client needs. • Differentiate between Features and Benefits of a product
Level 3: Strategic Thinking	PS 4.4 Demonstrate the sales presentation	• Prepare for the sales presentation. • Model how to present a product.

Level 3: Strategic Thinking	PS 4.5 Identify customer concerns and strategies to handle objections	• Identify different types of objections. • Role play response to customer concerns
Level 3: Strategic Thinking	PS 4.6 Identify how to close a sale	• Recognize and evaluate customer buying signals • Utilize closing techniques
Level 2: Skill/Concept	PS 4.7 Determine the importance of follow up within the sale process	• Understand the importance of building and maintaining long term relationships

Notes

PS 5 Students will identify the importance of customer relationship management (CRM).

Webb Level	*Sub-indicator*	*Integrated Content*
Level 2: Skill/Concept	PS 5.1 Understand the customer relationship management concept	
Level 3: Strategic Thinking	PS 5.2 Explore available CRM technologies	• Identify function and purpose of current CRM software

Notes