

Marketing (A)

1 Semester / .5 Credit (Minimum)

SCED: 12152

Technical-level course for Marketing Strands

Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.

Channel Management

Explain the nature of channels of distribution
Select channels of distribution

Marketing-Information Management

Acquire foundational knowledge of marketing-information management to understand its nature and scope
Describe the need for marketing information
Explain the role of ethics in marketing-information management
Describe the use of technology in the marketing-information management function
Understand marketing-research activities to show command of their nature and scope
Explain the nature of marketing research
Explain types of primary marketing research
Explain the nature and scope of the marketing information management function
Identify sources of primary and secondary data

Product/Service Management

Acquire a foundational knowledge of product/service management to understand its nature and scope
Identify the impact of product life cycles on marketing decisions
Generate product ideas to contribute to ongoing business success
Identify product opportunities
Identify methods/techniques to generate a product idea
Understand opportunity recognition
Apply quality assurances to enhance product/service offerings
Explain warranties and guarantees

Identify consumer protection provisions of appropriate agencies
Evaluate customer experience
Employ product-mix strategies to meet customer expectations.
Explain the concept of product mix.
Describe the nature of product bundling
Identify product to fill customer need
Plan product mix
Determine services to provide customers
Position products/services to acquire desired business image
Explain the nature of product/service branding
Develop strategies to position products/services
Build product/service brand

Promotion

Acquire a foundational knowledge of promotion to understand its nature and scope
Explain the role of promotion as a marketing function
Explain the types of promotion
Identify the elements of the promotional mix
Describe the use of business ethics in promotion
Describe the use of technology in the promotion function
Describe the regulation of promotion
Understand promotional channels used to communicate with targeted audiences
Explain types of advertising media
Describe word-of-mouth channels used to communicate with targeted audiences
Explain the nature of direct marketing channels
Identify communications channels used in sales promotion
Explain communications channels used in public-relations activities
Understand the use of an advertisement's components to communicate with targeted audiences
Explain the components of advertisements
Explain the importance of coordinating elements in advertisements
Understand the use of public-relations activities to communicate with targeted audiences
Identify types of public-relations activities

Discuss internal and external audiences for public-relations activities

Understand the use of trade shows/expositions to communicate with targeted audiences

Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences

Explain considerations used to evaluate whether to participate in trade shows/expositions

Manage promotional activities to maximize return on promotional efforts

Explain the nature of promotional plan

Coordinate activities in the promotional mix

Marketing (B)

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Market Planning

- Employ marketing-information to develop a marketing plan
- Explain the concept of marketing strategies
- Identify considerations in implementing global marketing strategies
- Explain the concept of market and market identification
- Identify market segments
- Select target market
- Explain the nature of market planning
- Explain the nature of marketing plans
- Explain the role of situational analysis in the marketing planning process
- Conduct market analysis
- Conduct SWOT analysis for use in the marketing planning process
- Identify marketing goals and objectives
- Explain market budget
- Understanding elements of marketing plan

Pricing

- Develop a foundational knowledge of pricing to understand its role in marketing
- Explain the nature and scope of the pricing function
- Describe the role of business ethics in pricing
- Explain factors affecting pricing decisions

Selling

Acquire a foundational knowledge of selling to understand its nature and scope

Explain the nature and scope of the selling function

Explain the role of customer service as a component of selling relationships

Explain key factors in building a clientele

Explain company selling policies

Explain business ethics in selling

Describe the use of technology in the selling function

Describe the nature of selling regulations

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer

Acquire product information for use in selling

Identify product information to identify product features and benefits

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

Explain the selling process

Discuss motivational theories that impact buying behavior