

Marketing: 9, 10, 11, 12 (2016)

BUSINESS FUNDAMENTALS 1.0

1.1 Fundamental Business Concepts 1.1

- 1.1.1 Define and describe the marketing concept. 1.1.1
 - 1.1.2 Explain the impact of marketing on the consumer. 1.1.2
 - 1.1.3 Explain the diverse set of activities involved in marketing. 1.1.3
 - 1.1.4 Compare and contrast marketing strategies for products, services, ideas and persons. 1.1.4
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ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS 2.0

2.1 Fundamental Economic Concepts 2.1

- 2.1.1 Distinguish between economic goods and services. 2.1.1
 - 2.1.2 Explain the concept of economic resources. 2.1.2
 - 2.1.3 Describe the nature and scope of economics and economic activities. 2.1.2
 - 2.1.4 Distinguish between the forms of economic utility. 2.1.4
 - 2.1.5 Explain the principles of supply, demand, and equilibrium. 2.1.5
 - 2.1.6 Compare and contrast the relationship between scarcity, trade and production. 2.1.6
 - 2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price. 2.1.7
 - 2.1.8 Describe economic concepts that relate to and affect marketing decisions. 2.1.8
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2.2 Fundamental Economic Systems 2.2

- 2.2.1 Explain the types of economic systems. 2.2.1
- 2.2.2 Explain the concept of private enterprise. 2.2.2
- 2.2.3 Explain the nature of competition. 2.2.3
- 2.2.4 Explain how and why government plays a role in a market economy. 2.2.4
- 2.2.5 Compare and contrast the fundamental economic systems with its relationship between government and business. 2.2.5

2.3 Basic Economic Indicators/Trends 2.3

- 2.3.1 Explain the concept of productivity. 2.3.1
- 2.3.2 Describe the nature of current global economic events and how they influence marketing decisions. 2.3.2
- 2.3.3 Explain measures used to analyze economic conditions. 2.3.3
- 2.3.4 Determine the impact of economic cycles on business activities. 2.3.4
- 2.3.5 Explain the economic impact of interest rate fluctuations. 2.3.5

2.4 International Marketing and Trade 2.4

- 2.4.1 Explain the nature of international marketing and trade. 2.4.1
- 2.4.2 Identify the impact of cultural and social environments on world marketing and trade. 2.4.2
- 2.4.3 Evaluate factors that influence a nation's ability to trade. 2.4.3
- 2.4.4 Define the purpose of the major trade alliances between countries. 2.4.4
- 2.4.5 Explain how scarcity and surplus influence trade between two or more countries. 2.4.5

ETHICS IN MARKETING 3.0

3.1 Code of Ethics 3.1

- 3.1.1 Describe how and why different cultures have different ethical systems. 3.1.1
 - 3.1.2 Explain the importance of trust for the successful conduct of business. 3.1.2
 - 3.1.3 Differentiate between ethics and government relations. 3.1.3
 - 3.1.4 Give examples of how unethical behavior leads to governmental regulations. 3.1.4
 - 3.1.5 Identify ethical considerations relating to marketing and product development. 3.1.5
 - 3.1.6 Determine how patents, copyrights, and trademarks are used to combat unethical behavior. 3.1.6
 - 3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior. 3.1.7
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EXTERNAL FACTORS TO BUSINESS 4.0

4.1 External Factors that Impact Business 4.1

- 4.1.1 Explain how government regulations influence marketing decisions. 4.1.1
 - 4.1.2 Describe how the economy influences marketing decisions. 4.1.2
 - 4.1.3 Recognize how the environment influences marketing decisions. 4.1.3
 - 4.1.4 Provide an example for how special interest groups influence marketing decisions. 4.1.4
 - 4.1.5 Analyze how cultural differences influence marketing decisions. 4.1.5
 - 4.1.6 Synthesize how technology influences marketing decisions. 4.1.6
 - 4.1.7 Evaluate how competition influences marketing decisions. 4.1.7
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PRODUCT/SERVICE MANAGEMENT 5.0

5.1 Product Life Cycle 5.1

- 5.1.1 Describe how new product/services are conceived, developed, and test marketed. 5.1.1
 - 5.1.2 List the stages of the product life cycle and identify the stage in which a product is located. 5.1.2
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5.2 Product Packaging and Branding 5.2

- 5.2.1 Name the common elements of a product's packaging. 5.2.1
 - 5.2.2 Explain the various functions of packaging and why each is important. 5.2.2
 - 5.2.3 Identify the qualities of effective branding. 5.2.3
 - 5.2.4 Differentiate between brand name and generic products. 5.2.4
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5.3 Product Mix and Extensions 5.3

- 5.3.1 Define the nature of a product mix in a particular company. 5.3.1
 - 5.3.2 Identify product mix decisions that must be made in order to successfully market the product or service. 5.3.2
 - 5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones). 5.3.3
 - 5.3.4 Define industrial or consumer product categories and provide examples of products that fit each category. 5.3.4
 - 5.3.5 Explain the need for comprehensive marketing of the extended product such as warranty, service, contract, etc. 5.3.5
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PRICING 6.0

6.1 Roles of Pricing and Pricing Strategies 6.1

- 6.1.1 Identify the various objectives of pricing. 6.1.1
 - 6.1.2 Identify the factors that will influence product price. 6.1.2
 - 6.1.3 Identify various pricing policies and the circumstances in which each is applicable. 6.1.3
 - 6.1.4 Explain the use of break-even analysis to determine price. 6.1.4
 - 6.1.5 Calculate product price using a variety of methods. 6.1.5
 - 6.1.6 Calculate a break-even point using cost and price information. 6.1.6
 - 6.1.7 Explain the relationship between price and perceived quality. 6.1.7
 - 6.1.8 Describe how economies of scale attained through mass production affect pricing strategy. 6.1.8
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PLACE/DISTRIBUTION 7.0

7.1 Distribution Processes and Plans 7.1

- 7.1.1 Explain how channel management related to other marketing activities. 7.1.1
 - 7.1.2 Explain the nature of channel member relationships. 7.1.2
 - 7.1.3 Explain the nature of channel strategies. 7.1.3
 - 7.1.4 Describe how distribution channels are selected. 7.1.4
 - 7.1.5 Describe inventory control systems and how they are selected. 7.1.5
 - 7.1.6 Discuss a typical order fulfillment process. 7.1.6
 - 7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand. 7.1.7
 - 7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage. 7.1.8
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PROMOTIONAL MIX

8.1 Advertising

- 8.1.1 Identify the various mediums available for advertising. 8.1.1
- 8.1.2 Demonstrate the basics of the design process in graphics. 8.1.2
- 8.1.3 Describe the elements of an effective advertisement. 8.1.3
- 8.1.4 Identify the factors that determine media selection. 8.1.4
- 8.1.5 Explain how research can be used in the advertising process (e.g., pretesting, post testing). 8.1.5
- 8.1.6 Describe the roles of advertising in the creative process. 8.1.6
- 8.1.7 Explain how changing technology affects advertising. 8.1.7
- 8.1.8 Develop an advertising budget. 8.1.8

8.2 Sales Promotion 8.2

- 8.2.1 Choose appropriate sales promotion tools for a particular product or service. 8.2.1
- 8.2.2 Compare and contrast the alternative forms of sales promotion. 8.2.2
- 8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising. 8.2.3
- 8.2.4 Describe how marketers combine trade and consumer promotions in developing effective promotional programs. 8.2.4
- 8.2.5 Distinguish between visual merchandising and a display. 8.2.5
- 8.2.6 Prepare merchandise for display and instructions for its maintenance. 8.2.6
- 8.2.7 Critique the layout of a local department store in terms of ease of entry, traffic flow, display space, and customer conveniences. 8.2.7
- 8.2.8 Create a themed display. 8.2.8

8.3 Public Relations 8.3

- 8.3.1 Identify the various forms of public relations activities used by marketers. 8.3.1
- 8.3.2 Critique public relations activities being used by marketers. 8.3.2
- 8.3.3 Differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable). 8.3.3
- 8.3.4 Discuss ways in which companies can manage unfavorable publicity. 8.3.4

8.4 Personal Sales 8.4

- 8.4.1 Explain the importance of personal selling in a company's operation. 8.4.1
 - 8.4.2 Demonstrate the steps involved in the selling process. 8.4.2
 - 8.4.3 Describe the qualities necessary for success as a sales manager. 8.4.3
 - 8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user). 8.4.4
 - 8.4.5 Evaluate a variety of sales approaches (e.g. order-getting vs. order-taking). 8.4.5
 - 8.4.6 Describe how sales forecasting contributes to business success. 8.4.6
 - 8.4.7 Identify the various types of sales personnel and their functions. 8.4.7
 - 8.4.8 Analyze customer's rational and emotional buying motives and decisions. 8.4.8
 - 8.4.9 Analyze various products to identify the features and benefits of each. 8.4.9
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**RETAIL
MANAGEMENT** 9.0

9.1 Retailing Support Activities 9.1

- 9.1.1 Define cash, credit and debit card, and layaway sales transactions. 9.1.1.1
 - 9.1.2 Define returns, exchanges, and allowances. 9.1.2
 - 9.1.3 Describe the use of technology in the selling function. 9.1.3
 - 9.1.4 Demonstrate how to create a sales invoice. 9.1.4
 - 9.1.5 Compute the sales tax on a sales invoice. 9.1.5
 - 9.1.6 Explain the miscellaneous charges that may be part of a sale. 9.1.6
 - 9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts). 9.1.7
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**MARKET
RESEARCH** 10.0

10.1 Market Research Project 10.1

- 10.1.1 Identify the steps in the market research process. 10.1.1
 - 10.1.2 Explain the purposes for conducting market research. 10.1.2
 - 10.1.3 Differentiate between primary and secondary sources of data. 10.1.3
 - 10.1.4 Compare and contrast qualitative and quantitative research. 10.1.4
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**MARKET
CHARACTERISTICS** 11.0

11.1 Marketing Segmentation 11.1

- 11.1.1 Differentiate between the consumer market and non-consumer market. 11.1.1
 - 11.1.2 Describe various methods of market segmentation. 11.1.2
 - 11.1.3 Explain the marketing potential of multiple segments. 11.1.3
 - 11.1.4 Identify a target market for a given product or service. 11.1.4
 - 11.1.5 Explain why market segmentation is important to the achievement of market goals. 11.1.5
 - 11.1.6 Explain the marketing strategies used to reach a given target market. 11.1.6
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11.2 Market Positioning 11.2

- 11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage. 11.2.1
 - 11.2.2 Identify why manufacturing locations are often close to the market served. 11.2.2
 - 11.2.3 Determine extended product features that give a product a competitive advantage. 11.2.3
 - 11.2.4 Contrast a domestic and international marketing plan for a given product or service. 11.2.4
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MARKETING PLANS

12.1 Components of Marketing Plans 12.1

- 12.1.1 Explain why market planning is essential for organization and product success. 12.1.1
 - 12.1.2 Identify the steps involved in the development of a marketing plan. 12.1.2
 - 12.1.3 Explain how the marketing plan addresses all elements of an organization's marketing activities. 12.1.3
 - 12.1.4 Differentiate between strategic and short-term tactical planning. 12.1.4
 - 12.1.5 Demonstrate the ability to develop a marketing plan. 12.1.5
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E-MARKETING

13.1 Concepts, Strategies, Language and Systems to Convey Ideas and Information 13.1

- 13.1.1 Define digital marketing. 13.1.1
 - 13.1.2 Describe the benefits of digital marketing. 13.1.2
 - 13.1.3 Compare and contrast digital marketing to traditional marketing. 13.1.3
 - 13.1.4 Discuss how technology changes customer behaviors. 13.1.4
 - 13.1.5 Explain how digital media and multimedia are used in marketing strategies. 13.1.5
 - 13.1.6 Specify required elements needed in social media content designed for marketing campaigns. 13.1.6
 - 13.1.7 Provide examples of how organizations use online media platforms as effective marketing tools. 13.1.7
 - 13.1.8 Identify important metrics required for effective e-marketing. 13.1.8
 - 13.1.9 Identify legal and ethical considerations in digital media and e-marketing. 13.1.9
 - 13.1.10 Explain other key terms and concepts related to digital marketing including: SEL, Google analytics and Adwords, link strategies, e-mail campaigns, mobile marketing, electronic signatures, and server-based computing. 13.1.10
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**FINANCING AND
FINANCIAL
ANALYSIS 14.0**

14.1 Nature And Scope of Financing 14.1

- 14.1.1 Explain the nature and scope of financing a marketing campaign. 14.1.1
 - 14.1.2 Analyze the need for banking relations. 14.1.2
 - 14.1.3 Identify and analyze the risks associated with obtaining business credit. 14.1.3
 - 14.1.4 Explain the advantages and disadvantages of the use of bank and/or store cards for business transactions. 14.1.4
 - 14.1.5 Explain loan evaluation criteria used by lending institutions. 14.1.5
 - 14.1.6 Complete business or personal loan application package. 14.1.6
 - 14.1.7 Complete a personal budget and set financial goals. 14.1.7
 - 14.1.8 Explain the legal considerations for credit use. 14.1.8
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14.2 Financial Resources 14.2

- 14.2.1 Explain the time value of money. 14.2.1
- 14.2.2 Project the total cash needed to start a business. 14.2.2
- 14.2.3 Determine the differences between marginal costs and sunk costs. 14.2.3
- 14.2.4 Recommend records needed for the daily operation of a planned business. 14.2.4
- 14.2.5 Prepare pro forma financial statements for a planned business. 14.2.5
- 14.2.6 Understand the role of financial ratios in decision making. 14.2.6
- 14.2.7 Determine the financial condition of a business based on its financial records. 14.2.7
- 14.2.8 Identify potential threats and opportunities to protect a business's financial well-being. 14.2.8
- 14.2.9 Estimate project costs and return on marketing investment (ROMI). 14.2.9
- 14.2.10 Explain the financial implications of product cannibalization. 14.2.10