

# Dual Enrollment Marketing (8120)

## Examining Marketing and Business DEM.1

- 1 Analyze the marketing concept and its historical development. DEM.1.1
- 2 Explain the components of the marketing mix. DEM.1.2
- 3 Review the components of a marketing process/cycle. DEM.1.3
- 4 Explain the functions involved in marketing goods and services. DEM.1.4
- 5 Describe current trends in marketing. DEM.1.5
- 6 Compare the different types of organizations. DEM.1.6
- 7 Explain the nature of business activities. DEM.1.7

## Planning for Business Operations DEM.2

- 1 Identify the parts of a business plan. DEM.2.1
- 2 Identify business resource partners. DEM.2.2
- 3 Identify the parts of a marketing plan. DEM.2.3
- 4 Explain basic financial statements. DEM.2.4

## Communicating in the Workplace DEM.3

- 1 Describe the communications process. DEM.3.1
- 2 Demonstrate the effects of nonverbal communication on interactions with others. DEM.3.2
- 3 Write various types of professional communications. DEM.3.3
- 4 Demonstrate telephone etiquette. DEM.3.4
- 5 Demonstrate online etiquette. DEM.3.5
- 6 Explain concerns and opportunities related to electronic device use. DEM.3.6

## Examining Technology in Marketing DEM.4

- 1 Analyze the effects of technology on marketing. DEM.4.1
- 2 Use technology to perform marketing tasks. DEM.4.2

**Developing Professionalism in the Workplace** DEM.5

- 1 Use feedback to improve performance. DEM.5.1
- 2 Explain the importance of diversity, opportunity, and inclusion within the work environment. DEM.5.2
- 3 Examine ethical behavior in the workplace. DEM.5.3
- 4 Demonstrate positive working relationships. DEM.5.4
- 5 Demonstrate professional workplace behavior. DEM.5.5

**Understanding Economics in Organizations** DEM.6

- 1 Describe the nature of economics, economic activities, and economic resources. DEM.6.1
- 2 Describe the effects of competition on for-profit and not-for-profit organizations. DEM.6.2
- 3 Compare different types of business ownership. DEM.6.3
- 4 Analyze the role of profit in private enterprise. DEM.6.4
- 5 Evaluate multilevel marketing opportunities. DEM.6.5
- 6 Diagram supply and demand. DEM.6.6

**Introducing Data-Driven Marketing** DEM.7

- 1 Identify the role of marketing information. DEM.7.1
- 2 (Optional) Explain qualitative and quantitative market research methods. DEM.7.2
- 3 (Optional) Explain the role of ethics in marketing research. DEM.7.3

**Developing Product/Service Planning Skills** DEM.8

- 1 Identify the role of product/service/cause planning in marketing. DEM.8.1
- 2 Describe the types of product/service mix strategies. DEM.8.2
- 3 Describe the product/service life cycles. DEM.8.3
- 4 Describe the importance of branding in marketing. DEM.8.4
- 5 (Optional) Explain the difference between brand name and brand. DEM.8.5
- 6 Explain the use of national and private brand names in marketing. DEM.8.6

**Examining Channel Management** DEM.9

- 1 (Optional) Explain the concept of channel management. DEM.9.1
- 2 (Optional) Describe the channels of distribution. DEM.9.2
- 3 (Optional) Trace the channels of distribution for a selected product/service. DEM.9.3

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**4 (Optional) Identify shipping and receiving processes.** DEM.9.4

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**Understanding  
Product/Service  
Positioning** DEM.10

- 1 Describe market identification and segmentation.** DEM.10.1
  - 2 Explain positioning and its relationship to target market.** DEM.10.2
  - 3 Develop a positioning map.** DEM.10.3
  - 4 Determine the competition for a selected product or service.** DEM.10.4
  - 5 Determine a product/service's position relative to the competition.** DEM.10.5
  - 6 Determine the target market of a selected product/service.** DEM.10.6
  - 7 Determine the most effective channels to position the selected product/service.** DEM.10.7
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**Pricing Products and  
Services** DEM.11

- 1 Explain key factors in determining selling price.** DEM.11.1
  - 2 (Optional) Explain the differences between pricing a good and pricing a service.** DEM.11.2
  - 3 Describe the relationship between supply and demand and its effects on price.** DEM.11.3
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**Promoting Products and  
Services** DEM.12

- 1 Examine the concept of the promotional mix.** DEM.12.1
  - 2 (Optional) Determine the promotional mix for an existing product or service.** DEM.12.2
  - 3 Compare the types of technology used to market goods and services.** DEM.12.3
  - 4 Compare various types of promotional media.** DEM.12.4
  - 5 Identify components of ads.** DEM.12.5
  - 6 (Optional) Prepare an advertisement that encompasses knowledge of the marketing mix.** DEM.12.6
  - 7 Explain the concept of visual merchandising.** DEM.12.7
  - 8 Explain advertising campaigns.** DEM.12.8
  - 9 (Optional) Create a press release and related media materials.** DEM.12.9
  - 10 (Optional) Explain the concepts of push and pull as they apply to an existing product or service.** DEM.12.10
  - 11 Describe ethical issues related to promotion.** DEM.12.11
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## Selling Products and Services DEM.13

- 1 Identify the types of selling and the tools used for each.** DEM.13.1
- 2 (Optional) Explain the function of a planogram in selling merchandise.** DEM.13.2
- 3 Explain the importance of customer service.** DEM.13.3
- 4 Describe how to receive and handle customer complaints and compliments.** DEM.13.4
- 5 Explain customers' buying motives.** DEM.13.5
- 6 Demonstrate the selling process for a selected product or service.** DEM.13.6
- 7 Demonstrate how to process a sale.** DEM.13.7

## Understanding Risk Management DEM.14

- 1 Explain the nature and types of business risk.** DEM.14.1
- 2 (Optional) Describe methods for managing risk.** DEM.14.2
- 3 Explain security issues related to business.** DEM.14.3

## Developing a Career DEM.15

- 1 (Optional) Analyze personal interests, personality traits, skills, and aptitudes.** DEM.15.1
- 2 Research career opportunities in marketing.** DEM.15.2
- 3 (Optional) Apply various job search strategies.** DEM.15.3
- 4 Develop a résumé.** DEM.15.4
- 5 Develop a digital portfolio.** DEM.15.5
- 6 Compose a cover letter.** DEM.15.6
- 7 Complete a job application.** DEM.15.7
- 8 Participate in a mock interview.** DEM.15.8
- 9 Write a follow-up letter after an interview.** DEM.15.9
- 10 (Optional) Describe networking skills for professional development.** DEM.15.10
- 11 (Optional) Develop a personal marketing plan.** DEM.15.11
- 12 (Optional) Identify employment tests and personality profiles.** DEM.15.12
- 13 Identify the procedure to follow in resigning from a position.** DEM.15.13