

B.E. Publishing
Correlation to *Principles of Marketing* to
Precision Exams: Marketing, Introduction (400)

DESCRIPTION

An introductory course which will expose students to the fundamental concepts of marketing. Students will be introduced to a wide range of Marketing Education courses related to the Marketing Pathway, Marketing Careers, and DECA –Student Leadership Organization. Students will evaluate interpersonal communication concepts and skills. This course will clearly define the marketing concept and lead students into a marketing education career pathway. Students may have the opportunity to participate and compete in DECA competitions and activities as allowed by district policy. Students will be shown what marketing courses are available upon completing this introductory course.

STANDARD		CORRELATING PAGES
(STANDARD 1) INTERPERSONAL COMMUNICATION SKILLS – STUDENTS WILL MODEL INTERPERSONAL COMMUNICATION SKILLS NEEDED IN MARKETING AND IN LIFE.		
Objective 1:	Students will observe and demonstrate the elements of effective communication.	
1.	Model effective Listening Skills	Narrative: Ch. 17 p. 291 Listening Activity: Ch. 17 Test Your Knowledge #1
2.	Identify different types of communication –	Narrative: Ch. 17 p. 274 Types of Communication Activity: Ch. 17 Create and Design
3.	Verbal, written, other non-verbal	Narrative: Ch. 17 p. 274 Types of Communication Activity: Ch. 17 Create and Design
4.	Evaluate communication factors including Barriers, Obstacles, and Settings.	Narrative: Ch. 17 p. 277 Types of Language, Ch. 17 p. 286 Audience Considerations Activity: Ch. 17 Test Your Knowledge #2
5.	Explore audience considerations. i.e. Gender and Cultural considerations	Narrative: Ch. 17 p. 286 Audience Considerations Activity: Ch. 17 Test Your Knowledge #7
6.	Define Jargon and contrast content specialist or presentation type communication with peer to peer communication.	Narrative: Ch. 17 p. 286 Audience Considerations Activity: Ch. 17 Test Your Knowledge #3

STANDARD			CORRELATING PAGES
	7.	Demonstrate effective presentation skills, including:	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	8.	Electronic presentation basics	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak, Ch. 17 Test Your Knowledge #5
	9.	Verbal presentation – speech and posture	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak, Ch. 17 Test Your Knowledge #6
	10.	Relate the goals of personal communication with goals in marketing. (Develop and sustain an image).	Narrative: Ch. 17 p. 274 Types of Communication Activity: Ch. 17 Test Your Knowledge #4
Objective 2:	Identify and evaluate character traits important to business.		
	1.	Model appropriate business personal appearance.	Narrative: Ch. 15 p. 245 Approach the Customer, Ch. 22 p. 379 Interview Process Activity: Ch. 22 Listen and Speak
	2.	Contrast examples of ethical and unethical behavior or choices.	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design
	3.	Evaluate the impact of honesty and integrity in business and in personal relationships.	Narrative: Ch. 6 p. 107 Marketing Ethics Activity: Ch. 6 Read and Write, Ch. 6 Create and Design
	4.	Interpret a self-evaluation or trait development exercise. (Example: color tests or Myers- Briggs Type Indicator)	Narrative: Ch. 21 p. 356 Interests and Skills Activity: Ch. 21 Create and Design
	5.	Define “Networking” in terms of establishing personal contacts.	Narrative: Ch. 21 p. 364 Finding Employment Activity: Ch. 21 Read and Write, Ch. 21 Test Your Knowledge #1
	6.	Model an appropriate personal introduction including an appropriate hand shaking, personal space, and eye contact.	Narrative: Ch. 21 p. 364 Finding Employment Activity: Ch. 21 Read and Write
(STANDARD 2) MARKETING CONCEPT – STUDENTS WILL DEFINE THE MARKETING CONCEPT AND WHAT ROLE IDENTIFYING PRODUCTS TYPES, CONSUMER TYPES, AND MARKET SEGMENTATION PLAY.			
Objective 1:	Students will be able to categorize Product types and identify elements of the seven functions of Marketing.		
	1.	Define, differentiate and categorize Goods – Services – Ideas.	Narrative: Ch. 1 p. 4 Business and Marketing, Ch. 1 p. 8 Providing Products Activity: Ch. 1 Create and Design

	2.	Identify examples of the seven functions of marketing.	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
Objective 2:	Students will distinguish the four methods of market segmentation.		
	1.	Explain factors related to Demographic segmentation included gender, income, household status, ethnicity, and education.	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
	2.	Contrast elements of each generation in generational Marketing	Narrative: Ch. 8 p. 145 Multigenerationalism Activity: Ch. 8 Listen and Speak
	3.	Summarize the difference between disposable & discretionary income.	Narrative: Ch. 8 p. 136 Income Activity: Ch. 8 Test Your Knowledge #5
	4.	Identify scenarios where Geographic segmentation would be effective.	Narrative: Ch. 8 p. 138 Geographic Segmentation Activity: Ch. 8 Build It
	5.	List factors or Psychographic segmentation.	Narrative: Ch. 8 p. 138 Psychographic Segmentation Activity: Ch. 8 Build It
	6.	Relate and individual Behavior to consumer perceptions and shopping patterns.	Narrative: Ch. 8 p. 138 Behavioral Segmentation Activity: Ch. 8 Test Your Knowledge #6
	7.	List Potential data collection processes.	Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Read and Write, Ch. 7 Listen and Speak, Ch. 7 Test Your Knowledge #1
Objective 3:	Students will Evaluate and classify of potential consumers.		
	1.	Define and identify target markets	Narrative: Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 8 Build It, Ch. 8 Test Your Knowledge #1
	2.	Explain the necessity of target markets in order to create a brand or product image.	Narrative: Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 8 Test Your Knowledge #1
	3.	Illustrate an example of Market share.	Narrative: Ch. 1 p. 10 Marketing Concept, Ch. 8 p. 146 Competitive Advantage Activity: Ch. 8 Test Your Knowledge #7
	4.	Evaluate competition in terms of market share and identifying your competitors.	Narrative: Ch. 8 p. 146 Competitive Advantage Activity: Ch. 8 Build It
	5.	Define niche marketing.	Narrative: Ch. 8 p. 140 Niche Marketing Activity: Ch. 8 Test Your Knowledge #8

	6.	Determine and Justify scenarios in which Mass Marketing vs. Target marketing would be most appropriate.	Narrative: Ch. 8 p. 141 Advantages and Disadvantages of Mass Marketing Activity: Ch. 8 Test Your Knowledge #2, Ch. 8 Read and Write
(STANDARD 3) MARKETING MIX – STUDENTS WILL BE ABLE TO EXPLAIN EACH CATEGORY OF THE MARKETING MIX OR THE 4 P'S OF MARKETING.			
Objective 1:	Discover the elements of the PRODUCT that support the marketing concept.		
	1.	Summarize the functions of Packaging.	Narrative: Ch. 10 p. 176 Functions of Packaging Activity: Ch. 10 Listen and Speak, Ch. 10 Test Your Knowledge #1
	2.	Explore packaging strategies including Price bundling and mixed bundling.	Narrative: Ch. 10 p. 177 Packaging Strategies Activity: Ch. 10 Test Your Knowledge #2
	3.	Compare elements of labels including Descriptions, Branding, and Grades.	Narrative: Ch. 10 p. 176 Functions of Packaging Activity: Ch. 10 Test Your Knowledge #3
	4.	Analyze elements of developing a new product.	Narrative: Ch. 9 p. 159 Product Planning Activity: Ch. 9 Test Your Knowledge #2
	5.	Consider: size or shape, naming, labeling, packaging, colors, quantities, etc...	Narrative: Ch. 10 p. 177 Packaging Strategies Activity: Ch. 10 Test Your Knowledge #4
	6.	Predict the impact of Customer Service and Warranties as an element of product success.	Narrative: Ch. 9 p. 154 Product Activity: Ch. 9 Test Your Knowledge #3
	7.	Explore the benefits and risks of Brand extension.	Narrative: Ch. 10 p. 177 Packaging Strategies Activity: Ch. 10 Test Your Knowledge #5
	8.	Contrast product Features with the product Benefits from a consumers prospective.	Narrative: Ch. 8 p. 144 Features and Benefits, Ch. 9 p. 154 Product Activity: Ch. 8 Test Your Knowledge #3, Ch. 9 Test Your Knowledge #4
Objective 2:	Examine the elements of the PLACE that support the marketing concept.		
	1.	Discuss Channels of distribution and possible channel members.	Narrative: Ch. 13 p. 215 Distribution Channels Activity: Ch. 13 Read and Write, Ch. 13 Build It, Ch. 13 Test Your Knowledge #4
	2.	Contrast pros and cons of Direct and Indirect distribution.	Narrative: Ch. 13 p. 215 Distribution Channels Activity: Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #5
	3.	Explain cost vs. control as it relates to distribution alternatives.	Narrative: Ch. 13 p. 216 Planning a Place Strategy Activity: Ch. 13 Build It

	4.	Evaluate the impact of a Stores physical location.	Narrative: Ch. 13 p. 209 Retailers Activity: Ch. 13 Build It
	5.	Prioritize or recommend store locations for various business types.	Narrative: Ch. 13 p. 209 Retailers Activity: Ch. 13 Build It
Objective 3:	Recall elements of the PRICE that support the marketing concept.		
	1.	Define the three Pricing Orientations. (Cost, Competition, Demand)	Narrative: Ch. 11 p. 184 Factors Affecting Pricing Activity: Ch. 11 Test Your Knowledge #4
	2.	Assess the possible Goals of Pricing (profit, market share, prestige)	Narrative: Ch. 11 p. 183 Goals of Pricing, Ch. 11 p. 184 Factors Affecting Pricing Activity: Ch. 11 Read and Write, Ch. 11 Listen and Speak
	3.	Examine considerations of pricing.	Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Read and Write
	4.	List multiple forms of pricing.	Narrative: Ch. 11 p. 188 Calculating a Product's Price Activity: Ch. 11 Test Your Knowledge #5
	5.	Classify products by their price elasticity.	Narrative: Ch. 11 p. 184 Factors Affecting Pricing Activity: Ch. 11 Test Your Knowledge #6
	6.	Demonstrate how a pricing strategy supports a products image.	Narrative: Ch. 12 p. 200 Prestige Activity: Ch. 12 Build It
	7.	Explore legal considerations including predatory pricing, Bait and switch, and MSRP.	Narrative: Ch. 12 p. 201 Trade, Ch. 12 p. 202 Business Ethics and Legal Considerations in Pricing Activity: Ch. 12 Listen and Speak
	8.	Evaluate Various Pricing Strategies - Loss leaders Captive products Options and up selling etc.	Narrative: Ch. 12 p. 196 Product Mix Pricing Activity: Ch. 12 Build It, Ch. 12 Listen and Speak
Objective 4:	Explore elements of the PROMOTION that support the marketing concept.		
	1.	Define the term promotion.	Narrative: Ch. 14 p. 220 How Promotion Contributes to Successful Marketing Activity: Ch. 14 Test Your Knowledge #6
	2.	Discuss the impact Slogans and Logos have on a product.	Narrative: Ch. 10 p. 173 Logos Activity: Ch. 10 Test Your Knowledge #9
	3.	Explore various types of promotion.	Narrative: Ch. 14 p. 225 Sales Promotions Activity: Ch. 14 Build It

	4.	Discover consumer promotions. i.e. coupons, point of purchase, loyalty programs, production placement, tie-ins, samples, etc.	Narrative: Ch. 14 p. 225 Sales Promotions Activity: Ch. 14 Build It
	5.	Demonstrate how incorporating multiple strategies together can reinforce each other and the product in a promotional mix.	Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
	6.	Explore cost, production and effectiveness of: Print, Broadcast, and Online promotions.	Narrative: Ch. 14 p. 228 Types of Advertising Media Activity: Ch. 14 Test Your Knowledge #7
	7.	Construct a promotion for a product or business.	Narrative: Ch. 14 p. 231 Creating a Promotional Plan Activity: Ch. 14 Read and Write, Ch. 14 Build It
(STANDARD 4) INTERPERSONAL SKILLS – STUDENTS WILL BE ABLE TO IDENTIFY KEY PERSONAL TRAITS, INTERPERSONAL SKILLS AND ELEMENTS OF TEAMWORK THAT FACILITATE JOB SUCCESS AND ETHICAL ACTION IN THE WORKPLACE.			
Objective 1:	Examine interpersonal skills necessary to build good relationships.		
	1.	Identify Interpersonal Skills: <ul style="list-style-type: none"> • Self-esteem and self-awareness • Positive attitude • Initiative and Responsibility • Self-control • Creativity • Time Management • Stress Management • Assertiveness • Flexibility 	Narrative: Ch. 16 p. 254 Identifying Interpersonal Skills Activity: Ch. 16 Listen and Speak
	2.	Examine how interpersonal skills build good business relationships.	Narrative: Ch. 16 p. 254 Identifying Interpersonal Skills Activity: Ch. 16 Listen and Speak
Objective 2:	Analyze basic values and moral principles that guide behavior of individuals and groups.		
	1.	Define ethics	Narrative: Ch. 6 p. 105 The Nature of Business Ethics Activity: Ch. 6 Create and Design
	2.	Examine ethical behavior between coworkers and clients.	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing Activity: Ch. 6 Create and Design

	3.	Demonstrate practical ethical behavior in the workplace.	Narrative: Ch. 6 p. 105 Ethical, Moral, and Legal Decision-making in Marketing, Ch. 6 p. 13 Marketing Ethics Activity: Ch. 6 Create and Design
Objective 3:	Understand how to manage conflict in the workplace.		
	1.	Examine the negotiation process.	Narrative: Ch. 16 p. 263 Use Conflict Resolution Skills Activity: Ch. 16 Read and Write
	2.	Manage conflicts by using appropriate negotiation skills	Narrative: Ch. 16 p. 263 Use Conflict Resolution Skills Activity: Ch. 16 Read and Write
	3.	Demonstrate effective speaking and listening skills in the negotiation process.	Narrative: Ch. 16 p. 263 Use Conflict Resolution Skills Activity: Ch. 16 Test Your Knowledge #7
Objective 4:	Understand how to use interpersonal skills to handle customer complaints, and work with a team.		
	1.	Understand a company's policies and procedures in responding to customers.	Narrative: Ch. 16 p. 254 Professionalism Activity: Ch. 16 Test Your Knowledge #8
	2.	Demonstrate how to respond promptly and intelligently to customer concerns.	Narrative: Ch. 16 p. 258 Interpersonal Skills With Customers Activity: Ch. 16 Test Your Knowledge #9
	3.	Examine the critical components of successful teamwork.	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Listen and Speak
PERFORMANCE SKILLS STANDARDS			
STANDARD 1 – Demonstrate an appropriate face to face introduction and hand shake.		Narrative: Ch. 21 p. 364 Finding Employment Activity: Ch. 21 Test Your Knowledge #1	
STANDARD 1 – Complete and analyze a personality test or self-evaluation.		Narrative: Ch. 21 p. 356 Interests and Skills Activity: Ch. 21 Create and Design	
STANDARD 2 – Create a survey or evaluate an existing that would be used to collect marketing information.		Activity: Ch. 7 Build It	
	Define the type of information collected		
		<ul style="list-style-type: none"> • Demographic • Geographic • Psychographic • Behavioral 	Activity: Ch. 8 Build It

	Define how you would distribute the survey	Activity: Ch. 7 Build It
	Explain how the information would be used	Activity: Ch. 7 Build It
	Survey should be related to a product or company	Activity: Ch. 7 Build It
STANDARD 2 – Research and present your local demographic data.		Activity: Ch. 8 Build It
STANDARD 3 – Develop a store layout for a specific industry. Justify or give reason to the store layout.		Activity: Ch. 14 Build It
STANDARD 3 – Construct a promotional artifact for a product or business.		
	Billboard	Activity: Ch. 14 Read and Write
	Flyers	Activity: Ch. 14 Read and Write
	Radio ad	Activity: Ch. 14 Read and Write
	Business card	Activity: Ch. 14 Read and Write
STANDARD 4 – Using selected DECA Role Plays demonstrate the use of interpersonal skills to respond to employee and customer situations.		Activity: Ch. 15 Test Your Knowledge #8
STANDARD 4 – Respond in written form to customer complaints or create a company procedure in responding to customers.		Activity: Ch. 15 Test Your Knowledge #9