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.

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