



Marketing Principles

Career Cluster	Marketing
Course Code	12164
Prerequisite(s)	Recommended pre-requisite for all other Marketing courses
Credit	0.5
Program of Study and Sequence	Foundational Course - Marketing Principles - Pathway Course
Student Organization	DECA/Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job Shadow; mentoring; guest speakers; tours; informational interviews.
Industry Certifications	N/A
Dual Credit or Dual Enrollment	NA
Teacher Certification	Business Management & Administration Cluster Endorsement; Business Marketing & Management Pathway Endorsement; Marketing Cluster Endorsement; *Marketing Education
Resources	

Course Description:

Marketing Principles introduces the student to the basic concepts of modern marketing. Course content includes general marketing principles of product planning and production, distribution, pricing and promotions.

Program of Study Application

Marketing Principles is a cluster course in the Marketing career cluster. Successful completion of this course would prepare a student to enter any of the pathways within the cluster.

Course Standards

MP 1 Students will understand and classify the fundamental concepts of marketing.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and reproduction	MP 1.1 Define the marketing process and the involved stakeholders	<ul style="list-style-type: none"> • Describe marketing functions and related activities • Define stakeholder (internal and external) • Identify values of marketing
Level 1: Recall and reproduction	MP 1.2 Define marketing concept	<ul style="list-style-type: none"> • Understand the evolution of the marketing concept (i.e. production, product, sales, societal marketing)

<p>Level 2: Skill/Concept</p>	<p>MP 1.3 Understand different marketing functions within the organization and their associated careers</p>	<ul style="list-style-type: none"> • Identify various roles (e.g. sales, brand management, marketing research, marketing communications) • Understand teamwork dynamics within marketing departments and overall organization • Discuss career opportunities in marketing
<p>Level 2: Skill/Concept</p>	<p>MP 1.4 Indicate the importance of ethical marketing</p>	<ul style="list-style-type: none"> • Define sustainable marketing • Discuss the impact of marketing on society, environment and economy
<p>Level 3: Strategic Thinking</p>	<p>MP 1.5 Explain marketing and its importance in a global economy</p>	<ul style="list-style-type: none"> • Discuss different factors involved in international marketing
<p>Level 2: Skill/Concept</p>	<p>MP 1.6 Understand the difference between business-to-consumer and business-to-business marketing</p>	

Notes

MP 2 Students will understand the relationships among product, price, promotion, and distribution.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	MP 2.1 Explain the promotional mix, its concepts and strategies	<ul style="list-style-type: none"> • Define the promotional mix • Explain the role of promotion as a marketing function • List the elements of the promotional mix
Level 2: Skill/Concept	MP 2.2 Distinguish factors involved in price planning	<ul style="list-style-type: none"> • Understand goals of pricing • Understand market factors that affect price planning • Understand price elasticity of demand
Level 3: Strategic Thinking	MP 2.3 Analyze product planning and development	<ul style="list-style-type: none"> • Explain the nature and scope of the product/service management function • Differentiate between a product and service

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Level 2: Skill/Concept	MP 2.4 Identify and evaluate the channels of distribution	<ul style="list-style-type: none">• Identify various channels of distribution• Explain the nature of channel members' relationships
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Notes

MP 3 Students will understand market segmentation and targeting.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and reproduction	MP 3.1 Define market segmentation and target marketing	
Level 2: Skill/Concept	MP 3.2 Understand various ways used to segment a market	<ul style="list-style-type: none"> • Discuss segmentation methods (e.g. demographic, psychographic and geographic trends, etc.)
Level 3: Strategic Thinking	MP 3.3 Identify potential target markets for various products and services	<ul style="list-style-type: none"> • Indicate the criteria required for a potential target market (e.g. profitably, accessibility, etc.)

Notes

MP 4 Students will understand the concept of marketing research and how it relates to marketing.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	MP 4.1 Identify the importance and purpose of marketing research	<ul style="list-style-type: none"> Discuss the importance of marketing research in the business decision-making process
Level 2: Skill/Concept	MP 4.2 Differentiate between primary and secondary data	
Level 2: Skill/Concept	MP 4.3 Differentiate between qualitative and quantitative research	
Level 2: Skill/Concept	MP 4.4 Discuss the role of data analysis and quantitative analytics within marketing.	

Notes

MP 5 Students will evaluate marketing objectives and strategies.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall and reproduction	MP 5.1 Identify marketing goals and objectives	<ul style="list-style-type: none"> Discuss unique marketing goals (e.g. market share, brand awareness, etc.)
Level 3: Strategic Thinking	MP 5.2 Analyze current successful and unsuccessful examples of marketing activities	
Level 4: Extended Thinking	MP 5.3 Evaluate marketing decisions from the perspective of marketing managers	

Notes