



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	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	https://sdmylife.com/prepping-for-college/dual-credit
Teacher Certification	Business Management & Administration Cluster Endorsement; Business Marketing & Management Pathway Endorsement; Marketing Cluster Endorsement; *Marketing Education
Resources	N/A

Course Description

Marketing Principles introduces students 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 the fundamental concepts of marketing.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MP 1.1 Define marketing, the marketing process and the involved stakeholders.
One Recall and Recognition	MP 1.2 Define marketing concept (i.e. production, product, sales, societal marketing).
Two Skill/Concept	MP 1.3 Understand different marketing functions within the organization.
Two Skill/Concept	MP 1.4 Define ethical marketing and discuss the impact on society.
Three Strategic Thinking	MP 1.5 Explain marketing's importance in a global economy.
One Recall and Recognition	MP 1.6 Understand various marketing careers.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
Two Skill/Concept	MP 2.1 Explain the promotional mix, its concepts and strategies.
Two Skill/Concept	MP 2.2 Distinguish factors involved in price planning.
Three Strategic Thinking	MP 2.3 Analyze product planning and development.
Two Skill/Concept	MP 2.4 Identify and evaluate the channels of distribution.

MP 3: Students will understand the concept of a market and market identification.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MP 3.1 Define market and terms related to the concept of market.
Two Skill/Concept	MP 3.2 Understand various ways used to segment a market.
Three Strategic Thinking	MP 3.3 Identify potential target markets for various products and services.
Two Skill/Concept	MP 3.4 Understand how market segmentation is evolving and increasing.

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

<i>Webb Level</i>	<i>Sub-indicator</i>
One	MP 4.1 Define market research, its importance and purpose.

Recall and Recognition	
Two Skill/Concept	MP 4.2 Identify various research data from primary to secondary and quantitative to qualitative.
Two Skill/Concept	MP 4.3 Discuss the benefits of marketing research.

MP 5: Students will explain the importance and function of a marketing plan.

<i>Webb Level</i>	<i>Sub-indicator</i>
One Recall and Recognition	MP 5.1 Identify marketing goals, objectives and strategies.
Three Strategic Thinking	MP 5.2 Analyze current successful and unsuccessful examples of marketing activities.
One Recall and Recognition	MP 5.3 Understand the process and purpose of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
Four Extended Thinking	MP 5.4 Create a marketing plan.