

# **12152-Comprehensive Marketing**

## **Rational Statement:**

The Marketing-Comprehensive course focuses on a wide range of factors that influence the flow of goods and services from the producer to the consumer. The student in Marketing will learn about marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations.

## **Suggested Grade Level: 9-12**

## **Topics Covered:**

- **The flow of goods and services from the producer to the consumer**
- **Marketing and business fundamentals**
- **Selling**
- **Financing**
- **Product/service planning**
- **Information management**
- **Purchasing**
- **Distribution**
- **Pricing**
- **Promotion**
- **Risk management**
- **Career development**
- **Economics**
- **Communications**
- **Human relations**
- **Marketing math**
- **Marketing operations**

**Indicator #1: Identify the world of marketing**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Understanding	<p><b>MC.1.1 Identifying functions of marketing and its related activities.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Describe the marketing umbrella.</li><li>• Explain the importance of each P, (product, price, place, promotion) in our daily lives.</li><li>• Explain how marketing impacts the free enterprise system.</li><li>• Explain marketing and its importance in a global economy.</li></ul>
Understanding	<p><b>MC.1.2 Discover the economic benefits of marketing.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Describe the benefits of marketing.</li><li>• Define the term economic utility.</li><li>• Identify the five economic utilities.</li><li>• Determine forms of economic utility created by marketing activities.</li></ul>
Understanding	<p><b>MC.1.3 Classify the functions of marketing.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Create a product or service.</li><li>• Promote the product or service.</li><li>• Price the product or service.</li><li>• Give examples of how the product or service is distributed.</li></ul>
Evaluating	<p><b>MC.1.4 Evaluate the channels of distribution.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Investigate the nature of channels of distribution.</li><li>• Assess the nature of channel members' relationships.</li><li>• Critique the shipping process.</li><li>• Evaluate distribution and the transportation systems and services.</li></ul>

**Indicator #2: Research the concept of marketing research and how it relates to marketing.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Creating	<p><b>MC.2.1 Create research for a prototype product.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Extrapolate market information to conduct a SWOT and/or PEST analysis.</li><li>• Describe sources of secondary data.</li><li>• Research generational trends as it relates to the product.</li><li>• Explain how environmental scanning information.</li><li>• Combine data for analysis.</li></ul>
Creating	<p><b>MC.2.2 Conduct primary research of a product.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Create marketing survey of a product.</li><li>• Administer the survey.</li><li>• Tabulate the data.</li><li>• Analyze data.</li><li>• Generate a hypothesis.</li></ul>
Understanding	<p><b>MC.2.3 Explain market segmentation.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Identify methods in which a market can be segmented.</li><li>• List advantages and disadvantages of market segmentation.</li><li>• Explain factors the make up a target market.</li></ul>

**Indicator #3: Apply product/service planning.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Understanding	<p><b>MC.3.1 Demonstrate product/service planning.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Explain the nature and scope of the product/service management function.</li><li>• Explain the concept of the product mix.</li><li>• Generate a timeline to incorporate the product mix.</li></ul>
Understanding	<p><b>MC.3.2 Assess packaging, labeling, and branding elements and strategies.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Explain the nature of branding.</li><li>• Present the functions of packaging.</li><li>• Compare pricing strategies.</li><li>• Assess the appeal of a product.</li><li>• Explain labeling laws.</li></ul>

**Indicator #4: Distinguish pricing strategies.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Analyzing	<p><b>MC.4.1 Outline the steps of price planning.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Compare pricing strategies.</li><li>• Evaluate the impact of a price on a product.</li><li>• Reverse engineer the goals of pricing.</li><li>• Differentiate between market share and market position.</li></ul>

**Indicator #5: Justify the concept of promotion and how it relates to marketing.**

<b>Bloom's Taxonomy Level</b>	<b>Standards and Examples</b>
Analyzing	<p><b>MC.5.1 Compare and contrast the promotional mix.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Assess the role of promotion as a marketing function.</li><li>• Incorporate the elements of the promotional mix to a product/service or business.</li><li>• Validate the elements of the promotional mix to a product/service or business.</li></ul>
Analyzing	<p><b>MC.5.2 Outline the selling process.</b></p> <p>Examples:</p> <ul style="list-style-type: none"><li>• Explain the nature and scope of the selling function.</li><li>• Analyze product information for use in selling.</li><li>• Examine customer's buying motives for use in selling.</li><li>• Facilitate customer buying decisions.</li><li>• Simulate a sales presentation.</li></ul>