



## Marketing

PEIMS Code: N1303424

Abbreviation: MRKTING

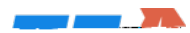
Grade Level(s): 10–12

Award of Credit: 1.0

Students are prominent with their knowledge of products and services (products) a p

### Essential Knowledge and Skills:

- (a) General Requirements. This course is recommended for students in grades 10-12. Recommended prerequisite: Principles of Business, Marketing and Finance. Students shall be awarded one credit for successful completion of this course.
- (b) Introduction.
  - (1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in in current and emerging professions.
  - (2) The Business, Marketing, and Finance Career Cluster focuses on careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.
  - (3) Marketing explores the seven core functions of marketing which include: marketing planning – why target market and industry affect businesses; marketing-information management – why market research is important; pricing – how prices maximize profit and affect the perceived value; product/service management – why products live and die; promotion – how to inform customers about products;



## Marketing

---

channel management – how products reach the final user; and selling – how to convince a customer that a product is the best choice. Students will demonstrate knowledge in hands-on projects which may include conducting research, creating a promotional plan, pitching a sales presentation, and introducing an idea for a new product/service.

- (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.
  - (5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.
- (c) Knowledge and Skills.
- (1) The student defines marketing and identifies the seven core functions. The student is expected to:
    - (A) define marketing;
    - (B) identify the seven core functions, including channel management, marketing-information management, marketing planning, pricing, product-service management, promotion, and selling; and
    - (C) explain the marketing concept.
  - (2) The student knows the interrelationship and purpose of the marketing mix or 4P's of marketing: product, price, promotion, and place. The student is expected to:
    - (A) identify the four elements of the marketing mix, including product, price, place, and promotion;
    - (B) explain how each component of the marketing mix contributes to successful marketing;
    - (C) analyze the interdependence of each element of the marketing mix;
    - (D) introduce an idea for a new product/service including the marketing mix; and
    - (E) determine the feasibility of a new product/service proposal.
  - (3) The student knows how a company considers internal and external factors to understand the current market. The student is expected to:
    - (A) explain the internal and external influences of marketing planning;
    - (B) define a marketing plan;
    - (C) identify and explain market position and market share;
    - (D) explain how a business can use a SWOT (strengths, weaknesses, opportunities, threats) analysis to plan for opportunities in the market;
    - (E) conduct a SWOT analysis; and
    - (F) use a SWOT analysis to make informed business decisions.
  - (4) The student applies the concepts of market and market identification. The student is expected to:
    - (A) define the term market;



## Marketing

---

- (B) identify the target market;
  - (C) identify examples of niche marketing;
  - (D) analyze an appropriate target market within a specific industry;
  - (E) compare and contrast types of markets including business to business (B2B) and business to consumer (B2C); and
  - (F) evaluate effective markets for various real-life scenarios.
- (5) The student knows and applies the concept of market segmentation. The student is expected to:





