## Business and Administrative Services Career Field

## Marketing Principles

**Subject Code: 144000**

**Outcome & Competency Descriptions**

**Course Description:**

Marketing Principles is the recommended second course in the Marketing pathway. Learners will develop fundamental skills and knowledge of the marketing functions, including marketing communications, marketing research, pricing, selling and branding. This course also includes learning outcomes in product and service development and social media communications.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome: 1.1. Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.

1.1.3. Develop a career plan that reflects career interests, pathways, and secondary and postsecondary options.

**Outcome: 1.2. Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.3. Identify and use verbal, nonverbal and active listening skills to communicate effectively.

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.6. Use proper grammar and expression in all aspects of communication.

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.

1.2.13. Identify stakeholders and solicit their opinions.

**Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

**Competencies**

1.3.4. Identify how federal and state consumer protection laws affect products and services.

1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.

**Outcome: 1.4. Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.

**Competencies**

1.4.2. Select and use software applications to locate, record, analyze and present information (e.g., word processing, electronic mail, spreadsheet, databases, presentation, Internet search engines).

**Strand 2. Business Foundations**

Learners acquire foundational knowledge of business activities supported by economic principles, business processes and global business considerations.

**Outcome: 2.1. Business Activities**

Relate business functions to business models, operations and strategies.

**Competencies**

2.1.3. Explain forces driving business changes (e.g., globalization, consumer demand, government policies, legal/regulatory changes, political climate, diversity, spending trends, industry structure changes).

2.1.7. Explain the role and function of marketing and how it interacts with other business activities.

2.1.11. Explain the role and function of the sales department and how it interacts with other business activities.

2.1.15. Evaluate the impact of technology on business activities.

2.1.16. Compare the differences in implementation of business activities that occur in big versus small business.

2.1.17. Explain how businesses are adapting to the current environment (i.e., business agility).

**Outcome: 2.2. Economic Principles**

Relate principles of applied economics to business models, operations and strategies.

Competencies

2.2.11. Explain the impact of the law of diminishing returns and the concept of economies of scale.

2.2.12. Describe the types of market structures (e.g., perfect competition, monopolistic, oligopoly, monopoly).

2.2.14. Compare and contrast the phases of business cycles (i.e., expansion, peak, contraction, trough).

**Strand 3. Business Communications**

Learners communicate with internal and external stakeholders by applying relationship management techniques and business communication processes and strategies.

**Outcome: 3.3. Business Communications Management**

Plan, create and evaluate internal and external business communications.

**Competencies**

3.3.1. Identify organizational communication protocols and select communication strategies as appropriate.

3.3.4. Develop persuasive communications to gain audience commitment.

3.3.11. Identify strategies to promote diversity, equity and inclusion in business communications.

**Outcome: 3.4. Marketing Communications**

Communicate information about products, services, images or ideas.

**Competencies**

3.4.1. Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social) and the use of public-relations activities and trade shows or expositions.

3.4.2. Explain the types of media used in advertising.

3.4.3. Identify and explain the components of an advertisement.

3.4.5. Analyze the impact of an audience's culture on marketing communications.

3.4.6. Explain the role and function of product placement as a communication tool to increase brand awareness.

3.4.7. Explain the role and function of direct marketing strategies (e.g., direct mail, email, phone calls, texting).

3.4.8. Explain the role and function of indirect marketing strategies (e.g., social media, search engine optimization [SEO], referral and loyalty rewards, online reviews, video and image content, crowdsourcing).

3.4.10. Describe design principles used in visual marketing communication.

3.4.11. Describe how publicity is used to inform audiences of business activities, to reinforce brand (e.g., press releases, public service announcements, press kits).

3.4.12. Explain how public relations activities build and maintain a positive image, generate goodwill and stimulate demand for a product, service or business.

3.4.1.3 Identify types of sales promotion (e.g., signage, slogans and taglines, brand identifiers, frequency or loyalty programs, specialty promotions, special events, trade shows or expositions, web games).

3.4.14. Describe the role, organization and fee structures of advertising agencies.

**Outcome: 3.5. Social Media Communications**

Plan, create and evaluate social media communications.

**Competencies**

3.5.1. Describe how personal social media use can impact the business.

3.5.2. Compare and contrast the use of social media for personal and business purposes.

**Strand 5. Marketing**

Learners create, communicate and evaluate business offerings by applying marketing functions.

**Outcome: 5.1. Marketing Fundamentals**

Identify principles of marketing and marketing functions.

**Competencies**

5.1.1. Identify marketing functions, their interrelatedness and the metrics used to measure their success.

5.1.2. Identify the components of the marketing mix (e.g., product, price, promotion, place).

5.1.3. Identify legal and ethical issues associated with marketing.

5.1.4. Explain the role and function of channel management and distribution.

5.1.5. Explain the role and function of marketing information management (e.g., types of relevant information, uses, legal and ethical considerations).

5.1.6. Explain the role and function of pricing and factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer life cycle).

5.1.7. Describe the role and function of product and service management.

5.1.8. Describe the role and function of branding.

5.1.9. Describe the role and function of promotion.

5.1.10. Describe the role and function of selling.

5.1.13. Describe the role and function of market planning.

**Outcome: 5.2. Channel Management**

Identify, select and evaluate distribution channels.

**Competencies**

5.2.1. Distinguish among distribution channels for consumer goods, industrial goods and services.

5.2.6. Identify and compare channels of distribution.

**Outcome: 5.3. Marketing Information Management**

Collect, analyze and distribute marketing information.

**Competencies**

5.3.1. Distinguish between market-driven and customer-driven information and explain the need for marketing information.

5.3.2. Determine the relevancy of information for marketing purposes.

5.3.3. Describe data and reports that are monitored for marketing decision-making.

5.3.4. Communicate marketing information that delivers relevant insights into issues, problems, questions or opportunities.

**Outcome: 5.4. Marketing Research**

Apply qualitative and quantitative research methods to collect, analyze and distribute marketing data.

**Competencies**

5.4.1. Explain the role and function of marketing research.

5.4.2. Distinguish between primary and secondary data.

5.4.3. Explain marketing-research design considerations; identify the type of research appropriate and determine research objectives.

5.4.6. Describe quantitative and qualitative marketing research data-collection methods.

5.4.19. Describe reasons for purchasing and selling marketing data.

**Outcome: 5.5. Market Planning**

Identify, select and evaluate marketing strategies to reach targeted audiences.

**Competencies**

5.5.1. Distinguish between marketing strategies and tactics.

5.5.2. Explain the considerations used to develop and implement marketing strategies.

5.5.3. Describe the concepts of market and market identification.

**Outcome: 5.6. Pricing**

Set and adjust prices to maximize profit and maintain customer and/or client satisfaction.

**Competencies**

5.6.1. Describe the functions of prices in markets.

5.6.7. Compare and contrast the pricing of goods and services in business-to-business (B2B) and business-to-consumer (B2C) environments.

5.6.8. Compare and contrast the pricing of tangible and intangible products.

**Outcome: 5.8. Branding**

Apply branding methods to increase brand equity.

**Competencies**

5.8.1. Explain the role and function of customer voice in branding and how it varies across media and channels.

5.8.4. Describe how a business's unique selling proposition impacts brand equity.

5.8.6. Distinguish between product or service branding and corporate branding.

5.8.12. Describe how grassroots and co-branding strategies build brand.

**Outcome: 5.9. Selling**

Plan, implement and evaluate sales activities.

**Competencies**

5.9.3. Identify sources of product information that can be used to communicate product benefits.

5.9.6. Develop and present sales proposal.

**Outcome: 5.10. Product and Service Development**

Develop new products and services for commercialization.

**Competencies**

5.10.1. Generate ideas for new products and services using innovation skills, creative-thinking techniques and crowdsourcing.

5.10.2. Develop decision-making criteria and define the decision-making process that will be used to screen ideas.

5.10.3. Research the potential costs, revenues and profits and marketing strategy of the new product or service.

5.10.4. Identify possible legal restrictions and requirements impacting the sale and marketing of new products and services (e.g., non-disclosure agreements, non-compete agreements, statement-of-work, master service agreements).

5.10.9. Identify the initial steps to establish a business (e.g., select business structure, complete legal and regulatory filings, establish financial and tax accounts).

5.10.10.Identify the role, function and components of a business plan.