

Marketing Education

Marketing 1

Core Standards

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Purpose of this Curriculum Guide:-Marketing 1 Core Standards

This curriculum guide is a resource for secondary staff planning for Introduction to Marketing courses including instructors, administrators, Career and Technical Education directors, and coordinators. Use this tool to implement or improve an Introduction to Marketing course. This curriculum guide can also be helpful to advisory committee members, employers and others in the community who are interested in increasing their understanding of marketing curriculum.

Objectives:

1. Define core marketing instructional standards for first year marketing students
2. Address standards-based instruction (mastery instruction)
3. Determine scope (depth) of instructional units by means of curriculum planning levels and suggested instructional time
4. Outline sequence of instruction for core standards

Development of Marketing Standards in Washington State

During the 2006 school year the “Unit Instructional Guide—Introduction to Marketing” was published and made available to marketing educators on the Washington Association of Marketing Educators (WAME) website. This document compiled national marketing education standards into organized units of instruction with suggested scope (depth) via curriculum planning levels and suggested time for instruction. It did not address core standards that should be taught to marketing students regardless of where that instruction takes place across the state. Further, it did not address mastery instruction within the curriculum.

A committee developed core standards for first year marketing students using national standards as the framework. Additionally the committee members addressed the time required for mastery instruction. The committee met four times during the fall and winter of the 2010 school year. Using the National Marketing Education Standards, “Unit Instructional Guide—Introduction to Marketing”, OSPI model frameworks (developed from national standards) and input provided from marketing educators across the state, core standards were developed. These standards make up the common core of instruction for first year marketing students.

Committee members:

Steve Brown, Steilacoom High School
Rick Davis, Kelso High School
Brenda Knowlton, Black Hills High School
Dave Stokke, Bonney Lake High School.

It is impossible to address all standards during a school year. Because of this, some standards are integrated within the curriculum. DECA leadership provides the vehicle to accomplish this. Communication and Professional Development are examples. Other standards, depending on local community need and student growth can be taught this way as well.

The mission of Marketing Education is to enable students to understand and apply marketing, management, and entrepreneurship principles; to make rational economic decisions; and to exhibit social responsibility in a global economy.*

Marketing

Marketing is a process composed of activities designed to create exchanges that satisfy individual and organizational objectives. These marketing activities help to get a good or service to users/consumers, change behaviors, or influence ideas. Career opportunities in marketing can be found in all types and sizes of businesses. In the 21st century, economic survival in nearly any business setting or profession will depend on the ability to understand and execute business skills such as marketing. Marketing Education provides those skills.*

Marketing Education

In Washington, more than fifteen thousand high school students with diverse ability levels and marketing interests obtain education in marketing subjects annually. The curricula range from studying marketing for personal use and career exploration to developing advanced management and ownership skills.

Washington DECA provides the opportunity for students enrolled Marketing Education to participate in a co-curricular student organization that provides opportunities for student to demonstrate their mastery of the marketing curriculum in competitive events, develop leadership skills, and exhibit awareness of civic responsibilities. DECA as an instructional tool is an integral part of the Marketing Education program.

Premises of the Curriculum*

Marketing is a critical, challenging business function that applies economics, psychology, and sociology. Its successful performance depends on the application of mathematical and English principles, the use of scientific problem solving, and the application of computer technologies to marketing situations and problems.

The Marketing Education Curriculum should:

- Provide students a fundamental understanding of business and economics
- Encourage students to think critically
- Stress the integration of and articulation with academics
- Be sequenced to provide a foundation that supports advanced study of marketing – both degree-based and experiential
- Enable students to acquire broad understandings of and skills in marketing so that they can transfer their skills and knowledge between and among industries
- Enable students to understand and use technology to perform marketing activities
- Stress the importance of interpersonal skills in diverse societies
- Foster a realistic understanding of work
- Foster an understanding and appreciation of business ethics
- Utilize a variety of types of interactions with the business community

Marketing I

Semester 1

<u>Instructional Area</u>	<u>Time Frame</u>
Marketing	4 Weeks
Economics	5 Weeks
Selling	4 Weeks
Professional Development	3 Weeks

Semester 2

<u>Instructional Area</u>	<u>Time Frame</u>
Product/Service Management	6 Weeks
Financial Analysis	2 Weeks
Channel Management	2 Weeks
Promotion	4 Weeks

Semester 1

Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. (Four Weeks)

Performance Indicator Explain marketing and its importance in a global economy (MK 001) (CS) *
Describe marketing functions and related activities (MK 002) (CS) *
Explain the role of business in society (EC: 070) (CS) *
Describe types of business activities (EC: 071) (CS) *

Economics: Understands the economic principles and concepts fundamental to business operations. (Five Weeks)

Performance Indicator Distinguish between economic goods and services (EC: 002) (CS) *
Explain the concept of economic resources (EC: 003) (CS) *
Describe the concepts of economic scarcity and economic activities (EC: 001) (CS) *
Determine economic utilities created by business activities (EC: 004) (CS) *
Explain the principles of supply and demand (EC: 005) (CS) *
Describe the functions of prices in markets (EC: 006) (CS) *
Explain the types of economic systems (EC: 072) (CS) *

*Performance indicator is part of the A*S*K Business Institute; Assessment of Skills and Knowledge for Business; Exam 1: Fundamental Business Concepts and/or Exam 2: Fundamental Marketing Concepts.

Semester 1

Selling: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. (Four Weeks)

Performance Indicator	Explain the nature and scope of the selling function (SE: 017) (CS)*
	Explain the role of customer service as a component selling relationships (SE: 076) (CS) *
	Explain key factors in building a clientele (SE: 828) (SP)
	Explain company selling policies (SE: 932) (CS) *
	Explain business ethics in selling (SE: 106) (SP)
	Describe the use technology in selling function (SE: 107) (SP)
	Acquire product information for use in selling (SE: 062) (CS) *
	Analyze product information to identify product features and benefits (SE: 109) (SP)

Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career. (Three Weeks)

Performance Indicator	Set personal goals (PD: 018) (CS) *
	Make decisions (PD: 017) (CS) *
	Explain the need for innovation skills (CS)
	Demonstrate problem solving skills (PD: 007) (CS)

*Performance indicator is part of the A*S*K Business Institute; Assessment of Skills and Knowledge for Business; Exam 1: Fundamental Business Concepts and/or Exam 2: Fundamental Marketing Concepts.

Semester 2

Product/Service Management: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. (Six Weeks)

Performance Indicator

Describe the need for marketing information (IM:012) (CS) *

Explain the nature and scope of the marketing-information management function (IM:001) (SP)

Explain the role of ethics in marketing-information management (IM:025) (SP)

Explain the nature of positive customer relations (EI: 031) (CS) *

Demonstrate a customer-service mindset (EI: 032) (CS) *

Identify company's brand promise (CR: 001) (CS) *

Explain the nature and scope of the pricing function (PI: 001) (SP)

Describe the role of business ethics in pricing (PI: 015) (SP)

Explain factors affecting pricing decisions (PI: 002) (SP)

Conduct SWOT analysis for the use in the marketing planning process (IM: 141) (MN)

Explain the concept of marketing strategies (IM: 194) (CS) *

Explain the concept of market and market identification (IM: 196) (CS) *

Financial Analysis: Understands tools, strategies, and systems used to maintain, monitor, control and plan the use of financial resources. (Two Weeks)

Performance Indicator

Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.) (FI: 058) (PQ)

Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI: 059) (PQ)

Describe functions of money (medium of exchange, unit of measure, store of value) (FI: 059) (PQ)

Describe sources of income (wages/salary, interest, rent, dividends, transfer payments, etc.) (FI: 061) (PQ)

Explain the time value of money (FI: 062) (CS) *

Explain the purposes and importance of credit (FI: 002) (CS) *

Explain legal responsibilities associated with financial exchanges (FI: 063) (CS) *

Semester 2

Channel Management: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels. (Two weeks)

Performance Indicator	Explain the nature and scope of channel management (DS: 001) (CS) *
	Explain the relationship between customer service and channel management (DS: 029) (CS) *
	Explain the nature of channels of distribution (DS: 055) (CS) *
	Describe the use of technology in the channel management function (DS: 054) (CS) *

Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. (Four Weeks)

Performance Indicator	Explain the role of promotion as a marketing function (PR: 001) (CS) *
	Explain the types of promotion (PR: 002) (CS) *
	Identify the elements of the promotional mix (PR: 003) (SP)
	Explain the nature of a promotional plan (PR: 073) (SP)
	Explain the types of advertising media (PR: 007) (SP)
	Explain the components of advertisements (SP: 014) (SP)