Arkansas CTE

Introduction to Marketing: Grades 9, 10

Adopted 2010

Discovering the Importance of Marketing

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 Explain the importance of marketing

1. Compare effective and ineffective marketing 1.2.1

1.3 Explain business ethics

1. Analyze ethical issues in marketing 1.3.1

1.4 Identify the benefits of marketing

1.5 Distinguish between goods and services

1.6 Explain the functions involved in marketing

1. Compare and contrast the marketing functions 1.6.1

1.7 Explore the roles of technology and the Internet in marketing

1. Understand the roles of technology and the Internet in marketing 1.7.1

Exploring the Benefits of DECA Membership

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Explain benefits of DECA membership

1. Access state and national DECA Web sites 2.2.1

2.3 Explain leadership

1. Compare effective and ineffective leaders 2.3.1

2.4 List leadership opportunities for DECA members

1. Differentiate among the various leadership opportunities offered by DECA membership 2.4.1

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Explain DECA's competency-based competition

1. Participate in a mock DECA competition 2.5.1

2.6 List the different types of DECA competition

1. Compare and contrast DECA's individual events, team events, chapter events, written events, and entrepreneurship events 2.6.1

2.7 Explain state and international DECA competition

1. Discuss the requirements for state and national DECA competition 2.7.1

An Introduction to Marketing

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 Explain the importance of the marketing concept

1. Apply the marketing concept to a new product idea 3.2.1

3.3 List the elements of the marketing mix

1. Develop a marketing mix for a product 3.3.1

3.4 Distinguish between mass marketing and market segmentation

1. Develop a mass marketing strategy 3.4.1
2. Develop a segmented marketing strategy 3.4.2

3.5 List ways that markets can be segmented

1. Differentiate among the types of market segmentation 3.5.1

3.6 Discuss current marketing trends

1. Analyze marketing trends 3.6.1

Special Skills Needed for Marketing Careers

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Identify current employment opportunities in marketing

1. Analyze current employment opportunities 4.2.1

4.3 Identify current employment trends and demands in marketing

1. Analyze trends in marketing employment 4.3.1

4.4 List the benefits of a personal inventory assessment

1. Complete a personal inventory assessment 4.4.1

4.5 Identify a personal career goal

1. Assess qualifications for a personal career goal 4.5.1

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4.6 List personal needs and wants

1. Match personal needs and wants with qualifications for a personal career goal 4.6.1

4.7 Explain the educational requirements of marketing

1. Summarize the educational requirements for marketing careers 4.7.1

4.8 List career research resources

1. Compare career resources 4.8.1

4.9 Identify short-term and long-term goals

1. Coordinate short-term goals with long-term goals 4.9.1

4.10 Distinguish among planning goals, specific goals, and realistic goals

1. Evaluate planning goals, specific goals, and realistic goals 4.10.1

4.11 Develop a plan to reach your career goals

1. Diagram the steps for reaching your career goals 4.11.1

Your Future in Marketing

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 Explain the importance of a resume

1. Prepare a resume 5.2.1

5.3 Explain the purpose of a cover letter

1. Compose a cover letter 5.3.1

5.4 Explain the purpose of a letter of inquiry

1. Compose a letter of inquiry 5.4.1

5.5 Identify employment leads from a variety of sources

1. Complete a traditional employment application form 5.5.1
2. Complete an online employment application form 5.5.2

5.6 Identify the standards of appearance and behavior

1. Model appropriate standards of appearance for an employment interview 5.6.1

5.7 Explain the importance of nonverbal communication in the employment interview

1. Demonstrate appropriate body language for an employment interview 5.7.1

5.8 Explain the importance of the employment interview

1. Participate in mock employment interviews 5.8.1

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5.9 Explain follow-up procedures

1. Compose a follow-up letter `5.9.1`

5.10 Discuss employment compensation

1. Calculate different methods of employment compensation `5.10.1`

5.11 Identify laws and regulations affecting employment

1. Create a chart of laws and regulations affecting employment `5.11.1`