Arkansas CTE

Marketing: Grades 11, 12

Adopted 2009

Introduction to DECA Student Organization

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 Explain the benefits of DECA

1. View the annual national DECA membership promotional/recruitment video 1.2.1

1.3 Understand the organizational structure of the DECA student organization (CTSO)

1. List the levels of DECA from local chapter through international 1.3.1

1.4 List the different types of DECA competitions

1. Compare all written events including performance indicators 1.4.1
2. Compare all online events including performance indicators and requirements 1.4.2
3. Differentiate between individual and team events 1.4.3

Marketing Foundations

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Discuss the scope and importance of marketing

1. Examine the types of organizations that use marketing 2.2.1
2. Show the impact of marketing on employment and the economy 2.2.2

2.3 List the 4 elements of the marketing mix (P's of marketing)

1. Identify and provide examples of the 4 elements of the marketing mix (P's of marketing)
Product
Price
Place
Promotion 2.3.1

2.4 Define the marketing concept Knowledge

1. Explain the importance of the marketing concept 2.4.1

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Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 Explain social responsibility as it applies to Marketing and Business

1. Provide examples of socially responsible behavior 3.2.1

3.3 Explain the purpose of a code of ethics

1. Compare existing codes of ethics 3.3.1

3.4 Discuss consumerism

1. Provide examples of consumerism in action 3.4.1

Economics Foundation

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Identify the basic factors/economic resources of production

1. Differentiate between the basic factors of production
Land/Natural
Labor/Human
Capital
Entrepreneurship 4.2.1

4.3 List the four types of economic utilities

1. Differentiate between the four types of economic utilities
Form
Time
Place
Possession 4.3.1

4.4 Explain the concept of scarcity

1. Discuss the concept of scarcity 4.4.1

4.5 Identify the economic systems

1. Compare the economic systems
Private/Free Enterprise/Capitalism/Market Economy
Command/Controlled Economy
Mixed Economy 4.5.1

4.6 Discuss supply and demand

1. Identify factors that affect supply and its relationship to demand
Surplus
Shortage
Equilibrium 4.6.1
2. Interpret and prepare charts and diagrams related to supply and demand curves 4.6.2

4.7 Explain the elasticity of demand

1. Differentiate between products that have elastic and inelastic demand 4.7.1

4.8 Discuss economic measurements

1. Differentiate between GDP, Productivity Inflation, Consumer Price Index and Unemployment Rate 4.8.1

4.9 Explain the business cycle

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1. Create a graph showing the phases of the business cycle
Prosperity/Expansion
Recession
Depression/Trough
Recovery 4.9.1

4.10 Discuss government involvement in Global Trade Knowledge

1. Interpret a table on balance of trade illustrating exports and imports 4.10.1
2. Differentiate between different types of trade barriers
Tariffs
Quotas
Embargos 4.10.2

Consumer Behavior and Competition

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 Discuss the importance of understanding consumer behavior

1. Differentiate between needs and wants 5.2.1

5.3 Discuss buyer motivation

1. Provide examples of rational and emotional buying motives 5.3.1

5.4 Discuss competition

1. Articulate the benefits of competition 5.4.1
2. Distinguish between price and non-price competition 5.4.2
3. Explain the characteristics of a monopoly 5.4.3

5.5 Explain how markets can be segmented

1. Create a booklet that depicts products that are segmented by:
Demographics
Psychographics 5.5.1

5.6 Distinguish between mass marketing and market segmentation

1. Provide examples of products that use either mass marketing or market segmentation strategies 5.6.1

Product Management

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 Recognize characteristics unique to goods and services

1. Classify products as goods or services 6.2.1
2. Classify products as industrial or consumer 6.2.2

6.3 Discuss branding of products

1. Classify brands as private or national 6.3.1
2. Compare branding strategies
Co-branding
Mixed Branding
Brand extension
Brand Licensing 6.3.2

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6.4 Name stages of product life cycle

1. Diagram stages of product life cycle
Introduction
Growth
Maturity
Decline 6.4.1

6.5 List principle functions of product packaging

1. Evaluate product packaging 6.5.1

Pricing Strategies

7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

7.2 Recognize the importance of product price

1. Compare pricing objectives; maximize profits, increase market share and maintain an image 7.2.1

7.3 Describe common pricing strategies

1. Identify examples of price skimming strategies, penetration pricing and flexible pricing 7.3.1

7.4 Determine the selling price of a product

1. Calculate mark-up, mark-down, sales tax, discounts 7.4.1

Promotion: Communication & Selling

8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1

8.2 Explain the communication process and its elements

1. Illustrate the elements of the communication process
Sender
Message
Encoding
Receiver
Decoding
Noise/Barriers
Feedback
Channel 8.2.1

8.3 Discuss the marketing mix element of promotion

1. Determine the goals of promotion: inform, persuade, remind 8.3.1
2. Classify promotional mix elements as advertising, personal selling, sales promotion, public relations 8.3.2

8.4 Describe the steps in the personal selling process

1. Demonstrate the personal selling process 8.4.1

8.5 Examine product features for potential customer benefits

1. Translate product features into customer benefits 8.5.1

8.6 Compare types of customer decision making

1. Explain how consumers use the three types of decision making: routine, limited, extensive 8.6.1

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Promotion: Advertising, Public Relations, Sales Promotion

9.1 Define terminology

1. Prepare a list of terms with definitions 9.1.1

9.2 Identify various advertising media

1. Compare and evaluate advertising media
print
broadcast
online/Internet
specialty 9.2.1
2. Compare Advertising media rates 9.2.2

9.3 List parts of a print advertisement

1. Create and label parts of a print advertisement
copy
illustration
signature/logo
headline
slogan 9.3.1

9.4 Discuss public relations

1. Compare and contrast public relations and publicity 9.4.1

9.5 Discuss sales promotion activities

1. Compare and contrast advantages and disadvantages of sales promotion 9.5.1

Channel Management

10.1 Define terminology

1. Prepare a list of terms with definitions 10.1.1

10.2 Discuss the marketing mix element of distribution (place)

1. Determine distribution channel for products 10.2.1

10.3 Discuss types of channel members

1. Determine the roles of each channel member/intermediary
wholesaler 10.3.1

10.4 Discuss transportation systems of physical distribution

1. Examine factors for selecting transportation methods (railroad, truck, air, waterways, pipelines) 10.4.1

10.5 Identify types of inventory management systems

10.5.1 Evaluate the different types of inventory systems
Just-in-time
perpetual
physical

10.6 Discuss buying and purchasing by businesses and organizations

1. Compare documents related to buying and purchasing
purchase order
invoice
receiving record 10.6.1