Arkansas CTE

Marketing Management: Grades 11, 12

Adopted 2009

DECA Essentials

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 Explain the marketing concept

1. Distinguish between product orientation, sales orientation, and customer orientation 2.2.1

2.3 List the stages of the product life cycle:
Introduction
Growth
Maturity
Decline

1. Classify products according to their stage in the product life cycle 2.3.1

2.4 List the four types of utility / value added
Form
Time
Place
Posession

1. Illustrate the four utilities, using a single product/service.
Form
Time
Place
Posession 2.4.1

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**2.5 Discuss the four elements of the marketing mix. The four P's Product
Price
Place/Distribution
Promotion
**

1. Analyze the four elements of marketing 2.5.1

Management Foundations

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

**3.2 List management functions
Planning
Organizing
Staffing
Controlling
Leading
**

1. Distinguish between the management functions 3.2.1

3.3 Explain the importance of Total Quality Management (TQM)

1. Relate quality to marketing and management and provide real world examples 3.3.1

**3.4 List the three leadership styles:
Autocratic
Democratic
Open
**

1. Give examples of the three leadership styles 3.4.1

**3.5 List the three levels of management:
Supervisory
Middle
Senior/Executive
**

1. Compare and contrast the roles of each level of management 3.5.1

Marketing Information and Research

4.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 Describe the need for marketing research

1. Justify the need for product/service through DECA written research event 4.2.1

4.3 Explain the nature of marketing research

1. Use the scientific problem solving procedure to implement a marketing research study 4.3.1

4.4 Explain the steps to the scientific problem solving procedure

1. Define the problem 4.4.1
2. Analyze the situation 4.4.2
3. Develop a Data-Collection procedure 4.4.3
4. Gather and study information 4.4.4
5. Propose a solution (which includes analysis and evaluation of the data) 4.4.5

Explain types of primary marketing research

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1. Survey, sampling, observation, focus group, test market, simulations, experiment 4.5.1
2. Choose and create a minimum of one the above mentioned data collection tools for marketing research 4.5.2

4.6 Identify sources of primary and secondary data

1. Explain the difference between primary and secondary data 4.6.1

4.7 Identify and list all written research events for DECA competitions

1. Participate in a DECA marketing research written event 4.7.1

E-Commerce and Virtual Marketing

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 Discuss the development of e-commerce

1. Participate in class discussion of e-commerce 5.2.1

5.3 List advantages and disadvantages of Internet retailing

1. Compare advantages and disadvantages of Internet retailing 5.3.1
2. Using classroom computers, visit competing Internet retailers comparing effectiveness of e-tailing methods as they relate to the elements of the marketing mix 5.3.2

Finance and Risk Management

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 List the types of risks

1. Explain the difference in three types of risks, Natural, Human and Economic 6.2.1

6.3 Identify and discuss types of records used in business

1. Differentiate between balance sheet, income statement, check register, bank statement reconciliation, accounts payable and receivable 6.3.1

6.4 Discuss the importance of a budget in the decision making process

1. Develop a budget for a marketing activity 6.4.1

6.5 State the purpose of an income statement and a balance sheet

1. Analyze an income statement and balance sheet 6.5.1

6.6 Distinguish between equity capital and debt capital

1. Compare equity capital and debt capital, and discuss which is easier to obtain 6.6.1

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2. Access the Small Business Administration online to review financing applications or identify three sources of long-and short-term financing 6.6.2

Entrepreneurship

7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

7.2 Explain the importance of entrepreneurs

1. Identify successful entrepreneurs in the local business community 7.2.1

7.3 Discuss small business

1. Distinguish between small and large businesses in the local community 7.3.1

7.4 List advantages and disadvantages of proprietorships

1. Analyze the advantages and disadvantages of proprietorships 7.4.1

7.5 List advantages and disadvantages of partnerships

1. Analyze a chart showing the advantages and disadvantages of partnerships 7.5.1

7.6 Identify types of government regulations that affect business

1. Distinguish between the government regulations affecting business, including the following laws: tax corporate, intellectual, consumer, commercial, and licensing/zoning 7.6.1

7.7 Describe how a corporation is formed and organized

1. Discuss importance of a charter 7.7.1
2. Compare and contrast corporation with other types of businesses 7.7.2
3. Participate in the discussion about the advantages and disadvantages of 7.7.3

7.8 Discuss the following specialized types of corporations: joint ventures, limited liability corporations, nonprofit corporations, and cooperatives

1. Create a poster listing specialized types of corporations found in your community 7.8.1

7.9 Discuss different plans and reports

1. Examine a sample business plan 7.9.1
2. Create a marketing plan (one component of a business plan) 7.9.2

Managing Your Marketing Career

8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1

8.2 State the purpose of employment interviews

1. Participate in mock interviews 8.2.1

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8.3 Identify different methods of training employees

1. View training video from various employers 8.3.1

8.4 Discuss leadership styles

1. List the characteristics of autocratic leaders, democratic leaders, open leaders, and situational leaders 8.4.1

8.5 Discuss characteristics of effective training

1. List characteristics of effective training 8.5.1

8.6 Discuss positive and negative reinforcement and reinforcement theory

1. Identify examples of positive and negative reinforcement 8.6.1
2. Discuss reinforcement theory 8.6.2

8.7 List employee benefits

1. Differentiate among employee benefits 8.7.1

8.8 Explain good employer/employee relations

1. List two characteristics of good employer/employee relations 8.8.1

8.9 Describe laws and regulations affecting employees

1. Create a chart showing the laws and regulations that affect employees 8.9.1

8.10 Discuss compensation

1. Calculate methods of compensation 8.10.1

8.11 Discuss employee turnover

1. List major factors that lead to employee turnover 8.11.1

8.12 Discuss exit interviews

1. Participate in mock exit interviews 8.12.1

8.13 Discuss resume and cover letters

1. Create a resume and a cover letter 8.13.1