

Marketing Applications (2022)

Select a marketing industry for career planning – the student will be able to: 07.0

- 1 Identify current employment opportunities in marketing-related fields. 07.01
- 2 Identify sources of information for career planning. 07.02
- 3 Conduct in-depth career research including requirements for entry and advancement, career ladders and opportunities related to the career field. 07.03
- 4 Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry. 07.04
- 5 Identify the advantages and disadvantages of a particular career in marketing. 07.05
- 6 Complete self-assessments and an analysis of lifestyle goals and career aspirations. 07.06
- 7 Develop an individualized education and career plan related to a major marketing field, including the development of a resume. 07.07
- 8 Write a job description for a selected marketing occupation. 07.08

Demonstrate applications of channel management (distribution) for the selected marketing industry – the student will be able to: 08.0

- 1 Explain the concepts and processes needed to move, store, locate and/or transfer ownership of goods and services. 08.01
- 2 Explain the concepts of physical channel management (distribution) and transportation systems related to the industry. 08.02
- 3 Develop appropriate plans utilizing channel management for the specific industry. 08.03
- 4 Explain the relationship between customer service and distribution. 08.04
- 5 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. 08.05

Explain the concepts of financing for the selected marketing industry – the student will be able to: 09.0

- 1 Explain the financial concepts used in making business decisions. 09.01
- 2 Explain the concept of financial administration. 09.02
- 3 Explain the difference between income (credit) and expense (debit). 09.03

4 Identify various types of credit policies and procedures. 09.04

5 Explain the purposes and importance of credit. 09.05

6 Identify the positive and negative impacts of using credit in marketing situations and understand the regulations affecting credit. (Optional) 09.06

7 Compare and contrast the use of different credit applications, types of credit accounts and the differences between debit and credit cards. 09.07

8 Analyze industry concepts of price, profit, competition and productivity. 09.08

Demonstrate product/service planning for the selected marketing industry – the student will be able to: 10.0

1 Explain the steps involved in decision-making (e.g. assessment, planning, implementation design, evaluation, etc.). 10.01

2 Explain the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities. 10.02

3 Explain product and service quality as applicable to grades and industry standards. 10.03

4 Discuss product-liability risks. 10.04

5 Explain warranties and guarantees. 10.05

6 Develop a product/service plan. 10.06

7 Describe factors used by marketers to position products/business. 10.07

8 Identify the stages and impact of product life cycle. 10.08

Demonstrate marketing information management for the selected marketing industry – the student will be able to: 11.0

1 Explain the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities. 11.01

2 Explain the process of marketing information management. 11.02

3 Explain the nature and scope of marketing operations. 11.03

4 Demonstrate knowledge of inventory control systems and shipping and receiving procedures. 11.04

5 Identify procedures for the use of marketing information management to gather and manage information. 11.05

Demonstrate pricing applications for the selected marketing industry – the student will be able to: 12.0

1 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. 12.01

2 Explain pricing objectives, policies and strategies. 12.02

3 Explain price-marking techniques. 12.03

4 Explain procedures for changing prices. 12.04

5 Demonstrate decision-making skills required for determining pricing relative to the competition. 12.05

6 Demonstrate problem-solving skills required when considering profit and price. 12.06

Demonstrate promotion applications for the selected marketing industry – the student will be able to: 13.0

1 Explain the concepts and strategies needed to communicate information about products, services, branding and/or ideas to achieve a desired outcome. 13.01

2 Identify types of promotion used in the industry. 13.02

3 Discuss the importance of advertising media and the role of digital and social media in advertising. 13.03

4 Explain the purposes and elements of advertising and display. 13.04

5 Use advertising guidelines and/or regulations to design appropriate media sample ads (e.g. print, radio, television, electronic media, etc.). 13.05

6 Use design principles to prepare such merchandise/service displays (e.g. windows, endcaps, kiosks, point of sale activity, etc.). 13.06

7 Write a promotional message to appeal to a target market. 13.07

8 Develop a sales promotion plan for a marketing organization. 13.08

9 Demonstrate public relations techniques as used in the marketing industry 13.09

10 Evaluate effective website designs. 13.10

Demonstrate purchasing applications for the selected marketing industry – the student will be able to: 14.0

1 Explain different types of purchasing situations. 14.01

2 Demonstrate techniques used to obtain the best terms when negotiating a purchase. 14.02

Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to: 15.0

1 Explain the nature and scope of risk management. 15.01

2 Identify various types of business risks. 15.02

3 Describe ways businesses can manage risks, including purchasing insurance. 15.03

Demonstrate selling techniques within the selected marketing industry – the student will be able to: 16.0

- 1 Explain the purpose and goal of the selling function and how it relates to the marketing concept.** 16.01
- 2 Explain the steps in a sale and how to handle objections.** 16.02
- 3 Create a sales presentation using presentation/media software.** 16.03

Demonstrate an understanding of entrepreneurship – the student will be able to: 17.0

- 1 Define entrepreneurship.** 17.01
- 2 Identify, explain, compare and contrast the different types of business ownership (e.g. sole-proprietorship, partnership, corporation, franchise, licensing, etc.).** 17.02
- 3 Discuss the role of the entrepreneur/ small business in the domestic and global economy.** 17.03
- 4 Discuss entrepreneurship as a career choice (e.g. characteristics, aptitudes, skills necessary to be a successful entrepreneur, etc.).** 17.04
- 5 Discuss the four parts of a business (i.e. production, finance, marketing and customer service).** 17.05
- 6 Analyze current entrepreneurial trends in the marketplace.** 17.06
- 7 Discuss the importance of ethics and social responsibility in business.** 17.07
- 8 Identify the strategies and methods for generating a business plan (e.g. business model canvas, boiler plate, etc.).** 17.08
- 9 Identify the types and sources of government regulations and taxation that may affect a business.** 17.09
- 10 Describe the advantages and risks of entrepreneurship.** 17.10

Identify the uses of technology in marketing – the student will be able to: 18.0

- 1 Explain the importance and uses of technology within the realm of marketing.** 18.01
- 2 Utilize application software (e.g. word processing, spreadsheets, presentation/media software, etc.) to create career/industryrelated materials.** 18.02
- 3 Identify technology appropriate for marketing functions and practices related to a selected marketing career field.** 18.03
- 4 Select and use a variety of technology (e.g. electronic media, information services, desktop-publishing software programs, etc.) to create, revise and verify marketing media.** 18.04