

Marketing Essentials (2022)

Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to: 01.0

- 1 Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from diverse socio-cultural and socio-economic backgrounds, genders, disabilities and ages.** 01.01

- 2 Demonstrate interpersonal skills (e.g. courtesy, loyalty, being a team player, adaptability, empathy, etc.).** 01.02

- 3 Demonstrate personality traits important to business (e.g. interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability and perseverance, etc.).** 01.03

- 4 Demonstrate the ability to use creative problem solving, decision-making and critical thinking strategies.** 01.04

- 5 Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)** 01.05

- 6 Explain the concepts of self-knowledge, self-esteem and self-image.** 01.06

- 7 Demonstrate professional behavior, etiquette and acceptance of feedback.** 01.07

- 8 Demonstrate respect for the opinions, cultural diversity, customs and individual differences of others.** 01.08

- 9 Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.** 01.09

- 10 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.** 01.10

Demonstrate proficiency in applying communication and technology skills – the student will be able to: 02.0

- 1 Identify and apply effective workplace communication skills (i.e. verbal, nonverbal, written and electronic).** 02.01

- 2 Demonstrate the ability to communicate effectively amongst all stakeholders (e.g. customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.** 02.02

- 3 Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.** 02.03

4 Prepare and deliver a business-related presentation. 02.04

5 Demonstrate active listening strategies that improve understanding and performance. 02.05

6 Describe positive customer relations, including conflict and dispute resolution. 02.06

7 Interpret business policies to customers/clients. 02.07

8 Discuss the importance of providing clear directions, descriptions and explanations. 02.08

9 Demonstrate the ability to locate, understand and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams and electronic media resources. 02.09

10 Identify and explain how electronic media, technological advances and application software programs continue to shape the field of marketing and increase business productivity. 02.10

Demonstrate proficiency in applying math skills unique to marketing – the student will be able to: 03.0

1 Perform addition, subtraction, multiplication, division, ratios and percentage problems as related to the marketing industry. 03.01

2 Understand problem-solving techniques to sales-related transactions (i.e. cash, checks, debit cards, credit cards, discounts, layaway, Credit on Delivery (COD), returns, gift certificates, invoices and automatic fee withdrawals). 03.02

3 Interpret quantitative information from tables, charts and graphs as related to the workplace. 03.03

4 Demonstrate the ability to make change correctly. 03.04

5 Calculate tax, gratuity, commission and miscellaneous charges. 03.05

6 Demonstrate the ability to collect, organize and interpret data. 03.06

7 Understand the importance of stock turnover and stock-to-sales ratio in the industry. 03.07

8 Apply standard industry formulas to determine markup and markdown on merchandise. 03.08

9 Understand the difference between income (credit) and expense (debit). (Optional) 03.09

Identify economic principles in business –

1 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy. 04.01

the student will be able to: 04.0

- 2 Explain the concept of economic goods and services. 04.02
- 3 Explain the concept of economic resources and the scarcity of resources. 04.03
- 4 Explain the concept of utility (i.e. form, place, time, possession and information). 04.04
- 5 Understand the concept of "supply and demand". 04.05
- 6 Understand the differences between major types of economic systems. 04.06
- 7 Explain the relationship between government and business. 04.07
- 8 Explain the concept of free enterprise and business ownership. 04.08
- 9 Explain the concept of price and its role in profit motive. 04.09
- 10 Explain the concept of risk. 04.10
- 11 Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies. 04.11
- 12 Understand the concept of productivity and the factors of production needed to produce goods and services. 04.12
- 13 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP). 04.13

Identify marketing and business fundamentals – the student will be able to: 05.0

- 1 Define marketing and its benefits. 05.01
- 2 Explain the purpose and scope of marketing in a free enterprise system. 05.02
- 3 Identify and explain each marketing function. 05.03
- 4 Explain how each component of the marketing mix contributes to marketing. 05.04
- 5 Compare and contrast consumer and industrial markets. 05.05
- 6 Understand the relationship of marketing to business and the economy (i.e. SWOT analysis – strength, weakness, opportunity and threat). 05.06
- 7 Describe how marketers use consumer research and knowledge of the market to sell products. 05.07
- 8 Discuss major fields of business activity (e.g. manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.). 05.08
- 9 Explain marketing strategies and marketing concepts. 05.09

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- 10 Differentiate between mass marketing and market segmentation. 05.10**

 - 11 Explain the importance and techniques of offering the right merchandising blend. 05.11**

 - 12 Explain the nature and evolution of channel management (distribution). 05.12**

 - 13 Explain the elements that allow development of a marketing plan (e.g. research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.). 05.13**

 - 14 Explain the “4 P’s” of marketing: price, place, promotion and product. 05.14**

 - 15 Define and analyze a target market as it applies to product development, promotion and channel management (distribution). 05.15**

 - 16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services. 05.16**

 - 17 Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional) 05.17**

 - 18 Identify the role of federal regulatory agencies [i.e. Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. 05.18**

 - 19 Identify the advantages and disadvantages of different types of business ownership (e.g. Private Corporation, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Shareholder Corporation, etc.). 05.19**

Identify effective selling techniques and procedures – the student will be able to: 06.0

- 1 Explain the purpose, principles and importance of selling and how it relates to the marketing concept. 06.01**

- 2 Identify qualities of a professional sales associate and the responsibilities of sales management. 06.02**

- 3 Identify an effective sales presentation for a target market (e.g. steps of a sale, consumer buying motives, approaches through greeting, merchandise and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, suggestion and substitution selling, etc.). 06.03**

- 4 Understand different customer types and how customers make buying decisions. 06.04**

- 5 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues. 06.05**

6 Describe the importance of analyzing sales trends and the use of current technologies. 06.06

7 Analyze the use of websites, social media, email and customer loyalty programs to establish and maintain a customer database. 06.07