

Principles of Marketing: Recommended Grade Level: 10, 11, 12

Students establish the nature of marketing and how it functions in a marketing oriented economy and marketing's role in the global economy.

- 1 Distinguish between economic goods and services [PMK-1.1](#)
- 2 Investigate the concept of economic resources [PMK-1.2](#)
- 3 Discuss the concepts of economies and economic activities [PMK-1.3](#)
- 4 Analyze the role of business in society [PMK-1.4](#)
- 5 Critique marketing and its importance in a global economy [PMK-1.5](#)
- 6 Critique marketing and its importance in a global economy [PMK-1.6](#)

Students apply and adapt the importance of the marketing concept to the competitive market.

- 1 Connect factors affecting a business's profit [PMK-2.1](#)
- 2 Assess factors affecting business risk [PMK-2.2](#)
- 3 Explain the concept of competition [PMK-2.3](#)

Students integrate positive relationships with customers in order to enhance company image.

- 1 Determine strategy, image and position [PMK-3.1](#)
- 2 Identify company's brand promise [PMK-3.2](#)
- 3 Determine ways of reinforcing the company's image through employee performance [PMK-3.3](#)
- 4 Demonstrate a customer-service mindset [PMK-3.4](#)
- 5 Recognize and respond to customer inquiries [PMK-3.5](#)
- 6 Solve conflicts with/for customers to encourage repeat business [PMK-3.6](#)

Students establish a foundational knowledge of product/service management to

- 1 Apply the nature and scope of the product/service management function [PMK-4.1](#)
- 2 Identify the impact of product life cycles on marketing decisions [PMK-4.2](#)
- 3 Define business ethics in product/service management [PMK-4.3](#)

understand its nature and scope.

4 Use product information to identify the product features and benefits PMK-4.4

Students establish a foundational knowledge of promotion to understand its nature and scope.

1 Explain the role of promotion as a marketing function PMK-5.1

2 Compare and contrast the types of promotion PMK-5.2

3 Identify the elements of the promotional mix PMK-5.3

4 Describe the use of business ethics in promotion PMK-5.4

Students evaluate promotional channels used to communicate with targeted audiences.

1 Differentiate types of advertising media, both traditional and electronic PMK-6.1

2 Use word-of-mouth channels used to communicate with targeted audiences PMK-6.2

3 Explain the nature of direct marketing channels PMK-6.3

4 Identify communications channels used in sales promotion PMK-6.4

5 Explain communications channels used in public-relations activities PMK-6.5

Students connect the strategy dimensions of price as it relates to setting pricing objectives and policies.

1 Recognize and explain the nature and scope of the pricing function PMK-7.1

2 Describe the role of business ethics in pricing PMK-7.2

3 Investigate the use of technology in pricing function PMK-7.3

4 Explain legal considerations for pricing PMK-7.4

5 Critique factors affecting pricing decisions PMK-7.5

Students establish foundational knowledge of channel management to understand its role in marketing.

1 Recognize and explain the nature and scope of channel management PMK-8.1

2 Review the relationship between customer service and channel management PMK-8.2

3 Identify the nature of channels of distribution PMK-8.3

4 Assess relationship between channels of distribution to time, place, and possession utility PMK-8.4

5 Explain legal considerations in channel management PMK-8.5

6 Describe ethical considerations in channel management PMK-8.6

Students establish foundational knowledge of marketing-

1 Analyze the need for marketing information PMK-9.1

2 Identify information monitored for marketing decision making PMK-9.2

information management to understand its nature and scope.

- 3 Investigate the nature and scope of the marketing information management function [PMK-9.3](#)
- 4 Explain the role of ethics in marketing-information management [PMK-9.4](#)
- 5 Examine the regulation of marketing-information management [PMK-9.5](#)

Students synthesize marketing-research activities to show command of their nature and scope.

- 1 Investigate the nature of marketing research [PMK-10.1](#)
- 2 Recognize and explain the nature of marketing research problems/issues [PMK-10.2](#)

Students integrate marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

- 1 Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual) [PMK-11.1](#)
- 2 Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research) [PMK-11.2](#)
- 3 Discuss the nature of sampling plans (i.e. who, how many, how chosen) [PMK-11.3](#)

Students analyze data-collection methods to evaluate their appropriateness for the research problem/issue.

- 1 Identify data-collection methods [PMK-12.1](#)
- 2 Diagnose characteristics of effective data-collection instruments [PMK-12.2](#)

Students connect marketing-information to develop a marketing plan

- 1 Differentiate the concept of market and market identification [PMK-13.1](#)

Students establish a foundational knowledge of selling to understand it's nature and scope.

- 1 Define the nature and scope of selling [PMK-14.1](#)
- 2 Assess the key factors of building a clientele and the role of customer service in selling [PMK-14.2](#)
- 3 Differentiate company selling policies from selling regulations [PMK-14.3](#)
- 4 Apply and adapt the ethics of selling [PMK-14.4](#)
- 5 Review the use of technology in selling [PMK-14.5](#)

Students integrate sales processes and techniques to enhance customer relationships and increase sales.

- 1 Make and support data-driven decisions using the sales processes and techniques [PMK-15.1](#)
- 2 Define motivational theories that effect buying behavior [PMK-15.2](#)

