Indiana CTE

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 ma	1	Apply the nature and scope of the product/service management function PMK-4.1
		dentify the impact of product life cycles on marketing decisions PMK-4.2
		)efine business ethics in product/service management PMK-4.3

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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
St fo of		nalyze the need for marketing information PMK-9.1
		dentify information monitored for marketing decision making PMK-9.2

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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 tec cu and increase sales.	1	Make and support data-driven decisions using the sales processes and techniques PMK-15.1
		efine motivational theories that effect buying behavior PMK-15.2

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