Kansas CTE

# Marketing (2011): Grades 9, 10, 11, 12

Adopted 2011

**Marketing A**

**Channel Management**

- Explain the nature of channels of distribution
- Select channels of distribution

**Marketing-Information Management**

- Acquire foundational knowledge of marketing-information management to understand its nature and scope
- Describe the need for marketing information
- Explain the role of ethics in marketing-information management
- Describe the use of technology in the marketing-information management function
- Understand marketing-research activities to show command of their nature and scope
- Explain the nature of marketing research
- Explain types of primary marketing research
- Explain the nature and scope of the marketing information management function
- Identify sources of primary and secondary data

**Product/Service Management**

- Acquire a foundational knowledge of product/service management to understand its nature and scope
- Identify the impact of product life cycles on marketing decisions
- Generate product ideas to contribute to ongoing business success
- Identify product opportunities
- Identify methods/techniques to generate a product idea
- Understand opportunity recognition
- Apply quality assurances to enhance product/service offerings
- Explain warranties and guarantees
- Identify consumer protection provisions of appropriate agencies

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Evaluate customer experience

Employ product-mix strategies to meet customer expectations.

Explain the concept of product mix.

Describe the nature of product bundling

Identify product to fill customer need

Plan product mix

Determine services to provide customers

Position products/services to acquire desired business image

Explain the nature of product/service branding

Develop strategies to position products/services

Build product/service brand

**Promotion**

Acquire a foundational knowledge of promotion to understand its nature and scope

Explain the role of promotion as a marketing function

Explain the types of promotion

Identify the elements of the promotional mix

Describe the use of business ethics in promotion

Describe the use of technology in the promotion function

Describe the regulation of promotion

Understand promotional channels used to communicate with targeted audiences

Explain types of advertising media

Describe word-of-mouth channels used to communicate with targeted audiences

Explain the nature of direct marketing channels

Identify communications channels used in sales promotion

Explain communications channels used in public-relations activities

Understand the use of an advertisement's components to communicate with targeted audiences

Explain the components of advertisements

Explain the importance of coordinating elements in advertisements

Understand the use of public-relations activities to communicate with targeted audiences

Identify types of public-relations activities

Discuss internal and external audiences for public-relations activities

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Understand the use of trade shows/expositions to communicate with targeted audiences

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| | Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences |
| | Explain considerations used to evaluate whether to participate in trade shows/expositions |
| | Manage promotional activities to maximize return on promotional efforts |
| | Explain the nature of promotional plan |
| | Coordinate activities in the promotional mix |
| **Marketing B** | **Market Planning** |
| | Employ marketing-information to develop a marketing plan |
| | Explain the concept of marketing strategies |
| | Identify considerations in implementing global marketing strategies |
| | Explain the concept of market and market identification |
| | Identify market segments |
| | Select target market |
| | Explain the nature of market planning |
| | Explain the nature of marketing plans |
| | Explain the role of situational analysis in the marketing planning process |
| | Conduct market analysis |
| | Conduct SWOT analysis for use in the marketing planning process |
| | Identify marketing goals and objectives |
| | Explain market budget |
| | Understanding elements of marketing plan |
| | **Pricing** |
| | Develop a foundational knowledge of pricing to understand its role in marketing |
| | Explain the nature and scope of the pricing function |
| | Describe the role of business ethics in pricing |
| | Explain factors affecting pricing decisions |
| | **Selling** |
| | Acquire a foundational knowledge of selling to understand its nature and scope |
| | Explain the nature and score of the selling function |
| | Explain the role of customer service as a component of selling relationships |
| | Explain key factors in building a clientèle |
| | Explain company selling policies |
| | Explain business ethics in selling |

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- Describe the use of technology in the selling function
- Describe the nature of selling regulations

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer

Acquire product information for use in selling

- Identify product information to identify product features and benefits

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

- Explain the selling process
- Discuss motivational theories that impact buying behavior