North Carolina CTE

Marketing I: 9,10,11,12

Understand marketing, marketing functions, marketing mix components (4 P's), marketing strategies and tactics, target market identification, segmentation, the need for marketing research and data, and career opportunities in marketing.	**1.01** Explain marketing and its importance in a global economy LAP-MK-004
	1.02 Describe marketing functions and related activities LAP-MK-001
	1.03 Explain employment opportunities in marketing LAP-PD-024
	1.04 Explain the concept of marketing strategies LAP-MP-002
	1.05 Explain the concept of market and market identification LAP-MP-003
	1.06 Describe the need for marketing data LAP-IM-012
Understand product/service management, branding, product life cycles, new product development, marketing of services, product positioning and the technological, legal, and ethical components of product/service management.	**2.01** Explain the nature and scope of the product/service management function LAP-PM-017 LAP-PM-006
	2.02 Explain the concept of product mix LAP-PM-003
	2.03 Identify the impact of product life cycles on marketing decisions LAP-PM-024
	2.04 Explain business ethics and describe the use of technology in product/service management LAP-PM-040
Understand promotion and types of promotion including selling and the technological, legal, and ethical components of promotion.	**3.01** Explain the role of promotion as a marketing function LAP-PR-002
	3.02 Explain the types of promotion LAP-PR-004
	3.03 Identify the elements of the promotional mix LAP-PR-001
	3.04 Explain the nature and scope of the selling function LAP-SE-117
	3.05 Explain the role of customer service as a component of selling relationships LAP-SE-130
	3.06 Explain the selling process LAP-SE-048
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	2 Describe the role of business ethics and legal considerations in pricing

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technological, ethical and legal considerations.	**4.03** Explain factors affecting pricing decisions `LAP-PI-003`
Understand channels of distribution and supply chain management and the technological, legal, and ethical components of channel management.	**5.01** Explain the nature of channels of distribution `LAP-CM-003` **5.02** Explain the nature and scope of channel management `LAP-CM-002` **5.03** Describe the use of technology in the channel management function