

# 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

Understand pricing and factors affecting pricing decisions including

**4.01** Explain the nature and scope of the pricing function LAP-PI-002

**4.02** Describe the role of business ethics and legal considerations in pricing

technological, ethical and legal considerations.

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**4.03** Explain factors affecting pricing decisions LAP-PI-003

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Understand channels of distribution and supply chain management and the technological, legal, and ethical components of channel management.

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**5.01** Explain the nature of channels of distribution LAP-CM-003

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**5.02** Explain the nature and scope of channel management LAP-CM-002

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**5.03** Describe the use of technology in the channel management function