South Carolina CTE

Marketing (2018)

SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures. A.1
2. Review classroom safety rules and procedures. A.2
3. Review safety procedures for using equipment in the classroom. A.3
4. Identify major causes of work-related accidents in office environments. A.4
5. Demonstrate safety skills in an office/work environment. A.5

STUDENT ORGANIZATIONS

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO). B.1
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. B.2
3. Explain the benefits and responsibilities of being a member of a CTSO. B.3
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities. B.4
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. B.5

TECHNOLOGY KNOWLEDGE

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation. C.1
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes. C.2
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks. C.3

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4 Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment). C.4

5 Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, Creative Commons, and other elements for personal use. C.5

6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information. C.6

7 Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks. C.7

PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate punctuality. D.1

2 Demonstrate self-representation. D.2

3 Demonstrate work ethic. D.3

4 Demonstrate respect. D.4

5 Demonstrate time management. D.5

6 Demonstrate integrity. D.6

7 Demonstrate leadership. D.7

8 Demonstrate teamwork and collaboration. D.8

9 Demonstrate conflict resolution. D.9

10 Demonstrate perseverance. D.10

11 Demonstrate commitment. D.11

12 Demonstrate a healthy view of competition. D.12

13 Demonstrate a global perspective. D.13

14 Demonstrate health and fitness. D.14

15 Demonstrate self-direction. D.15

16 Demonstrate lifelong learning. D.16

PROFESSIONAL KNOWLEDGE

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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Demonstrate effective speaking and listening skills. E.1

Demonstrate effective reading and writing skills. E.2

3 Demonstrate mathematical reasoning. E.3

4 Demonstrate job-specific mathematics skills. E.4

5 Demonstrate critical-thinking and problem-solving skills. E.5

6 Demonstrate creativity and resourcefulness. E.6

7 Demonstrate an understanding of business ethics. E.7

8 Demonstrate confidentiality. E.8

9 Demonstrate an understanding of workplace structures, organizations, systems, and climates. E.9

10 Demonstrate diversity awareness. E.10

11 Demonstrate job acquisition and advancement skills. E.11

12 Demonstrate task management skills. E.12

13 Demonstrate customer-service skills. E.13

MARKETING FUNDAMENTALS

Effective marketing professionals demonstrate knowledge in marketing fundamentals, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Define marketing and describe its benefits. F.1

2 Describe the marketing benefits derived from each of the economic utilities, (form, time, place, possession, and information) and how they add value to products and services. F.2

3 Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion. F.3

4 Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling. F.4

5 Explain the marketing concept. F.5

6 Compare and contrast consumer and organizational markets. F.6

7 Define target markets and explain their role in marketing. F.7

8 Differentiate between mass marketing and market segmentation. F.8

9 Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral. F.9

10 Analyze the impact of culture on communication and marketing in a global economy. F.10

ECONOMICS

Effective marketing professionals understand the role and impact of the economy in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

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Explain the concept of an economy. G.1

Discuss how scarcity and factors of production affect the economy. G.2

3 Define free enterprise systems. G.3

4 Compare and contrast how traditional, market, and command economies answer the three basic economic questions. G.4

5 Explain why most economies are mixed. G.5

6. Identify examples of different political and economic philosophies. G.6

7 Define supply, demand, and equilibrium. G.7

8 Explain the supply and demand theory G.8

9 Explain how an economy is measured, e.g., GNP, GDP, PPI, and CPI. G.9

10 Analyze the key phases of the business cycle. G.10

PRICE PLANNING AND STRATEGIES

Effective marketing professionals understand the need for price planning and strategies in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Identify goals for pricing: profit, market share, and competition. H.1

2 Explain the factors that affect pricing decisions, i.e., supply and demand, perceived value, cost, and expenses (profit margin, competition). H.2

3 Explain legal and ethical considerations in regards to price planning, e.g., monopolies and price gouging. H.3

4 Compare and contrast demand-, competition-, and cost – oriented basic pricing policies H.4

5 Analyze various pricing strategies used to attract customers, e.g., odd/even pricing, loss leaders, prestige pricing, everyday low price, and price bundling. H.5

6 Calculate discounts and allowances that can be used to adjust base prices. H.6

7 Determine product costs. H.7

8 Calculate break-even point. H.8

PROMOTION

Marketing professionals demonstrate effective promotion skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the role of promotion as a marketing function. I.1

2 Critique the various types of promotion I.2

3 Distinguish between public relations and publicity. I.3

4 Create a news release, incorporating essential elements of a news release. I.4

5 Differentiate the four elements of the promotional mix. I.5

6 Define sales promotion. I.6

7 Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs. I.7

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Explain the concept, purpose, and elements of visual merchandising. I.8

9 Analyze the responsibilities of the visual merchandiser on the marketing team. I.9

10 Describe the different types of display arrangements. I.10

11 Create an effective display arrangement. I.11

12 Explain how artistic elements function in display design. I.12

13 Describe the importance of display maintenance. I.13

14 Explain the concept and purpose of advertising in the promotional mix. I.14

15 Describe how Search Engine Optimization and other online marketing techniques are used to for promotion. I.15

16 Explain legal and ethical considerations in regards to promotion. I.16

17 Evaluate different types of advertising media, e.g., digital, broadcast, print, and specialty, and the appropriate target audience. I.17

18 Identify and explain techniques to measure media, e.g., surveys, software tracking systems, and meter data. I.18

19 Explain how media measurements and media costs influence business decisions. I.19

20 Create a promotional budget incorporating all the elements of a promotional mix. I.20

SELLING

Marketing professionals demonstrate effective selling skills in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the purpose and goal of the selling function and how it is related to the marketing concept. J.1

2 Explain legal and ethical considerations in regards to sales. J.2

3 Demonstrate effective personal selling. J.3

4 List and analyze the steps in the sales process. J.4

5 Explain feature-benefit selling and how it creates selling points. J.5

6 List prospecting methods and explain how prospects are qualified. J.6

7 Explain appropriate ways to handle difficult customers. J.7

8 Analyze how customers make buying decisions. J.8

9 Discuss when and how to determine customer needs. J.9

10 Distinguish objections from excuses. J.10

11 Explain why one should welcome objections in the sales process. J.11

12 Explain the five buying decisions on which common objections are based. J.12

13 Demonstrate the general four-step method for handling customer objections. J.13

14 Explain the seven methods of answering objections, identifying when each should be used. J.14

15 Identify customer buying signals. J.15

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16 List several tips for closing a sale. J.16

17 Decide on appropriate specialized methods for closing a sale. J.17

18 Demonstrate effective suggestion selling. J.18

DISTRIBUTION (CHANNEL MANAGEMENT)

Marketing professionals understand the role of efficient channel management in marketing, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the concept of a channel of distribution. K.1

2 Identify channel members. K.2

3 Compare different channels of distribution. K.3

4 Explain distribution planning. K.4

5 Name and describe the three levels of distribution intensity. K.5

6 Explain the effect of the Internet on distribution planning. K.6

7 Describe the challenges of international distribution planning. K.7

8 Describe the nature and scope of physical distribution. K.8

9 Identify transportation systems and services that move products from manufacturers to consumers. K.9

10 Name the different kinds of transportation service companies. K.10

11 Explain the concept and function of inventory storage. K.11

12 Identify the types of warehouses. K.12

13 Discuss distribution planning for international markets. K.13

14 Explain legal and ethical considerations in distribution. K.14

15 Map an appropriate distribution channel based on a particular item and situation. K.15

MARKETING INFORMATION MANAGEMENT

Marketing professionals understand the importance of marketing information management, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain the nature and scope of the marketing information management function. L.1

2 Define marketing research. L.2

3 Differentiate between primary and secondary marketing research and data collection methods. L.3

4 Analyze a marketing research case study to develop a strategy that will increase sales and profits. L.4

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arketing professionals understand the importance for product and service anagement, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Explain the nature and scope of the product/service management function. M.1
2. Identify the impact of product life cycles on marketing decisions. M.2
3. Apply various branding elements to position products, e.g., brand name, trademark, trade name, and trade character. M.3
4. Describe the nature and purpose of product bundling, warranties, and guarantees. M.4
5. Explain the concept of product mix. M.5
6. Plan the product mix or determine services to be provided to customer. M.6

MARKETING PLAN

Marketing professionals understand the significance of the marketing plan, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing. N.1
2. Conduct a SWOT and PEST analysis to plan for opportunities in the market. N.2
3. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan. N.3

PROFESSIONAL DEVELOPMENT

Marketing professionals understand the importance for professional development, as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Examine the marketing career cluster and the five marketing majors in the cluster. O.1
2. Discuss the required courses in each of the marketing majors and how they relate to the majors. O.2
3. Explain the significance of students becoming CTE completers in the marketing program, O.3
4. Research careers, career trends, and opportunities found in the Marketing cluster. O.4
5. Research education and training requirements for a particular career. O.5
6. Create a résumé and cover letter. O.6