Tennessee CTE

Marketing and Management I: Principles

Role of Marketing TNMKT1	1	**Definition of Marketing: Define marketing and describe the marketing core functions (i.e. channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling). Examine how each function supports the marketing concept.** TNMKT1.1
	2	**Personal and Professional Communication: Demonstrate appropriate verbal and written communication in both professional and personal settings/situations/ Compose and format various types of business communications (e.g., letters, memos, reports, resumes, email, etc.). Proofread business documents to ensure clarity, consistency, accuracy, and precision.** TNMKT1.2
Market Planning TNMKT2	1	**Marketing Mix: Examine the elements of the marketing mix. Select a product or service and apply the four P's of the marketing mix (product, place, price, and promotion) to that product or service.** TNMKT2.1
	2	**Marketing Plan: Analyze the elements of a marketing plan. Discuss common elements of marketing plans and identify different objectives companies may pursue, including values-based and experiential marketing.** TNMKT2.2
	3	**Market Segmentation: Explain the concept of market segmentation and cite article(s) and case studies to illustrate how a company strategy uses market segmentation to increase its market share.** TNMKT2.3
	4	**Marketing Research: Define marketing research and explain the role of marketing research in business decisions. Identify key steps and research techniques in the marketing research process.** TNMKT2.4
	5	**SWOT Analysis: Conduct a SWOT analysis on a company and/or student organization, identifying its most significant strengths, weaknesses, opportunities, and threats. Include demographic, psychographic, and geographic data to highlight the techniques or specific results of market segmentation.** TNMKT2.5
Economics in Marketing TNMKT3	1	**Economic Indicators: Explain the concept of economy and use of economic indicators (e.g., gross domestic product [GDP], standard of living, inflation rates, nterest rates, unemployment rates, etc.) in a market economy for business nalysis and marketing decisions.** TNMKT3.1

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	2	**Business Cycle: Illustrate the business cycle (recession, depression, recovery, and peak) and describe what happens to the economy at each stage of the business cycle. Cite examples of businesses that could flourish in each stage of the cycle.** TNMKT3.2
	3	**Free Enterprise System: Explain the characteristics of the free enterprise system. Analyze the roles of private ownership, competition, risk, and profit motive in society.** TNMKT3.3
	4	**Supply and Demand: Explain the theory of supply and demand and the concept of equilibrium. Determine factors involved in supply and demand and how supply and demand influences business' production of goods and services.** TNMKT3.4
	5	**Global Market: Explain marketing's role in the global economy and identify factors in implementing global marketing strategies.** TNMKT3.5
Supply Chain Management TNMKT4	1	**Supply Chain Management: Define supply chain management and identify the components (nodes) of supply chain (e.g., raw materials, supplier, manufacturer, distributer, retailer, and consumer). Explain the economic benefits of a strong supply chain.** TNMKT4.1
	2	**Major Transportation Modes: Describe the major modes of transportation involved in the distribution of goods, including advantages and disadvantages of each. Identify the types of products best suited for delivery via each mode of transportation.** TNMKT4.2
Selling TNMKT5	1	**Selling and Customer Relations: Explain the selling process and the role of customer service in developing and maintaining selling relationships. Identify techniques to build and enhance customer relationships and increase sells.** TNMKT5.1
	2	**Feature/Benefit Selling: Explain feature/benefit selling. Break down a selected product into the features and benefits most likely to resonate with a target population and translate five product features into five customer benefits.** TNMKT5.2
	3	**Mock Sales Demonstration: Prepare a mock sales demonstration to include the following: a. Identify the approach b. Determine needs c. Present the product d. Overcome the objections e. Close the sale (using a variety of purchase options: cash, credit, layaway) f. Offer suggestive selling g. Relationship management** TNMKT5.3
Product Development, Branding, Packaging, and Labeling TNMKT6	1	**Product Planning and Mix Strategies: Determine how companies use product planning and product mix strategies. Differentiate product items, lines, depth, and width. Investigate marketing strategies for each stage of the product life to help sustain sales over time.** TNMKT6.1

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	2 **Branding and Branding Strategies: Discuss the nature, scope, and importance of branding in product planning and define brand equity and values-based marketing. List three different types of brands (Generic, Private, and National) and explain the use of branding strategies to meet sales and company goals. Examine a successful or failed business attempt at a branding or rebranding effort.** TNMKT6.2
	3 **Product Packaging and Labeling: Identify the functions of product packaging and labeling. Explain how packaging and labeling promote and brand or product, as well as protect from legal liability.** TNMKT6.3
Advertising and Promotion TNMKT7	1 **Promotional Types: Identify types of promotion (e.g., advertising, direct marketing including social media marketing, sales promotion, personal selling, and public relations). Describe the concept of the promotional mix and give examples to illustrate why all elements of the promotional mix must be coordinated.** TNMKT7.1
	2 **Advertising Principles: Define advertising and list types of advertising. Identify advertising design principles, including use of color, elements of design, illustration, typography, type styles, layouts, types of drawing media, digital color concepts, etc.** TNMKT7.2
	3 **Social Media Campaigns: Examine current social media campaigns, including trends in digital and mobile promotions, and discuss the campaigns' effectiveness.** TNMKT7.3
	4 **Product Promotional Campaign: Using strategies from the promotional mix, create a product promotional campaign for a local business or student organization that includes the following: a. Establish objectives b. Identify the target market c. Design the theme and promotional message d. Select promotional activities e. Allocate budget amounts f. Measure results** TNMKT7.4
Career Exploration and Development TNMKT8	1 **Marketing Career Opportunities: Identify career opportunities in marketing. Using real-time labor market data, research opportunities for job growth in the field. Take a career interest inventory to assess goals and aptitudes and develop a career plan based on the results.** TNMKT8.1
	2 **Job Market Search: Conduct a job market search for one of the careers selected in standard 8.1. Compare three or more job openings using the following criteria: (1) education/certification requirements, (2) recommended years of experience, (3) salary and benefits, and (4) expected roles and responsibilities.** TNMKT8.2