

Dual Enrollment Marketing (8120)

Examining Marketing and Business DEM.1

- 1 Analyze the marketing concept and its historical development. DEM.1.1
- 2 Explain the components of the marketing mix. DEM.1.2
- 3 Review the components of a marketing process/cycle. DEM.1.3
- 4 Explain the functions involved in marketing goods and services. DEM.1.4
- 5 Describe current trends in marketing. DEM.1.5
- 6 Compare the different types of organizations. DEM.1.6
- 7 Explain the nature of business activities. DEM.1.7

Planning for Business Operations DEM.2

- 1 Identify the parts of a business plan. DEM.2.1
- 2 Identify business resource partners. DEM.2.2
- 3 Identify the parts of a marketing plan. DEM.2.3
- 4 Explain basic financial statements. DEM.2.4

Communicating in the Workplace DEM.3

- 1 Describe the communications process. DEM.3.1
- 2 Demonstrate the effects of nonverbal communication on interactions with others. DEM.3.2
- 3 Write various types of professional communications. DEM.3.3
- 4 Demonstrate telephone etiquette. DEM.3.4
- 5 Demonstrate online etiquette. DEM.3.5
- 6 Explain concerns and opportunities related to electronic device use. DEM.3.6

Examining Technology in Marketing DEM.4

- 1 Analyze the effects of technology on marketing. DEM.4.1
- 2 Use technology to perform marketing tasks. DEM.4.2

Developing Professionalism in the Workplace DEM.5

- 1 Use feedback to improve performance. DEM.5.1
- 2 Explain the importance of diversity, opportunity, and inclusion within the work environment. DEM.5.2
- 3 Examine ethical behavior in the workplace. DEM.5.3
- 4 Demonstrate positive working relationships. DEM.5.4
- 5 Demonstrate professional workplace behavior. DEM.5.5

Understanding Economics in Organizations DEM.6

- 1 Describe the nature of economics, economic activities, and economic resources. DEM.6.1
- 2 Describe the effects of competition on for-profit and not-for-profit organizations. DEM.6.2
- 3 Compare different types of business ownership. DEM.6.3
- 4 Analyze the role of profit in private enterprise. DEM.6.4
- 5 Evaluate multilevel marketing opportunities. DEM.6.5
- 6 Diagram supply and demand. DEM.6.6

Introducing Data-Driven Marketing DEM.7

- 1 Identify the role of marketing information. DEM.7.1
- 2 (Optional) Explain qualitative and quantitative market research methods. DEM.7.2
- 3 (Optional) Explain the role of ethics in marketing research. DEM.7.3

Developing Product/Service Planning Skills DEM.8

- 1 Identify the role of product/service/cause planning in marketing. DEM.8.1
- 2 Describe the types of product/service mix strategies. DEM.8.2
- 3 Describe the product/service life cycles. DEM.8.3
- 4 Describe the importance of branding in marketing. DEM.8.4
- 5 (Optional) Explain the difference between brand name and brand. DEM.8.5
- 6 Explain the use of national and private brand names in marketing. DEM.8.6

Examining Channel Management DEM.9

- 1 (Optional) Explain the concept of channel management. DEM.9.1
- 2 (Optional) Describe the channels of distribution. DEM.9.2
- 3 (Optional) Trace the channels of distribution for a selected product/service. DEM.9.3

4 (Optional) Identify shipping and receiving processes. DEM.9.4

**Understanding
Product/Service
Positioning** DEM.10

1 Describe market identification and segmentation. DEM.10.1

2 Explain positioning and its relationship to target market. DEM.10.2

3 Develop a positioning map. DEM.10.3

4 Determine the competition for a selected product or service. DEM.10.4

5 Determine a product/service's position relative to the competition. DEM.10.5

6 Determine the target market of a selected product/service. DEM.10.6

7 Determine the most effective channels to position the selected product/service. DEM.10.7

**Pricing Products and
Services** DEM.11

1 Explain key factors in determining selling price. DEM.11.1

2 (Optional) Explain the differences between pricing a good and pricing a service. DEM.11.2

3 Describe the relationship between supply and demand and its effects on price. DEM.11.3

**Promoting Products and
Services** DEM.12

1 Examine the concept of the promotional mix. DEM.12.1

2 (Optional) Determine the promotional mix for an existing product or service. DEM.12.2

3 Compare the types of technology used to market goods and services. DEM.12.3

4 Compare various types of promotional media. DEM.12.4

5 Identify components of ads. DEM.12.5

6 (Optional) Prepare an advertisement that encompasses knowledge of the marketing mix. DEM.12.6

7 Explain the concept of visual merchandising. DEM.12.7

8 Explain advertising campaigns. DEM.12.8

9 (Optional) Create a press release and related media materials. DEM.12.9

10 (Optional) Explain the concepts of push and pull as they apply to an existing product or service. DEM.12.10

11 Describe ethical issues related to promotion. DEM.12.11

Selling Products and Services DEM.13

- 1 Identify the types of selling and the tools used for each.** DEM.13.1
- 2 (Optional) Explain the function of a planogram in selling merchandise.** DEM.13.2
- 3 Explain the importance of customer service.** DEM.13.3
- 4 Describe how to receive and handle customer complaints and compliments.** DEM.13.4
- 5 Explain customers' buying motives.** DEM.13.5
- 6 Demonstrate the selling process for a selected product or service.** DEM.13.6
- 7 Demonstrate how to process a sale.** DEM.13.7

Understanding Risk Management DEM.14

- 1 Explain the nature and types of business risk.** DEM.14.1
- 2 (Optional) Describe methods for managing risk.** DEM.14.2
- 3 Explain security issues related to business.** DEM.14.3

Developing a Career DEM.15

- 1 (Optional) Analyze personal interests, personality traits, skills, and aptitudes.** DEM.15.1
- 2 Research career opportunities in marketing.** DEM.15.2
- 3 (Optional) Apply various job search strategies.** DEM.15.3
- 4 Develop a résumé.** DEM.15.4
- 5 Develop a digital portfolio.** DEM.15.5
- 6 Compose a cover letter.** DEM.15.6
- 7 Complete a job application.** DEM.15.7
- 8 Participate in a mock interview.** DEM.15.8
- 9 Write a follow-up letter after an interview.** DEM.15.9
- 10 (Optional) Describe networking skills for professional development.** DEM.15.10
- 11 (Optional) Develop a personal marketing plan.** DEM.15.11
- 12 (Optional) Identify employment tests and personality profiles.** DEM.15.12
- 13 Identify the procedure to follow in resigning from a position.** DEM.15.13