Virginia CTE

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

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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

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	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
		Describe ethical issues related to promotion. DEM.12.11

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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