

**Arkansas Department of Career Education
Marketing Model Framework**

Course Title	Marketing
Career Pathway	Marketing Research
Career Cluster	Marketing, Sales & Service
Course Number	492330
CIP Number	52.1401
Grade Level	9-12
Course Credit	1
Course Type	Core
End of Course	Yes
Standards Alignment	Common Career Technical Core Standards
Teacher Certification	031, 032, 037, 225, 250
CTSO	FBLA/DECA
Facility Requirements	http://arkansasfacilities.arkansas.gov/facilities/arkansas-school-facilities-manual-updated
Industry Certifications	Microsoft Office Specialists (MOS), National Retail Federation Customer Service Certification
Prerequisites	Computer Applications I and II (492490, 492500), or Computerized Business Applications (492120), or Technology Design Applications (460100).
Industry Partners	Martha Hendrix, Advanced Tissue, Stephen Jones, Arkansas Tech University, Michael Iseman, Startup Junkie

Purpose

The purpose of the Marketing course is to prepare students with appropriate communication, technology, employability skills, and background knowledge of marketing for an entry-level position in marketing and sales related careers.

Course Description

Marketing students will find out what it takes to market a product or service in today's fast-paced business environment. Students will learn the fundamentals of marketing using real-world business examples. Students will learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management. Marketing is a two-semester course.

Course Standards

Marketing Objectives and Indicators		
Standard 1.0 Determine and discuss the value of professionalism and involvement in professional, academic, and leadership activities.		
Performance Indicator 1.1 Recognize and discuss the academic and professional benefits of participating in a CTSO and professional organizations.	National/ Industry Standards	Career Ready Practice
1.1.1 Research the Career and Technical Student Organizations (CTSO) and draw connections between participation and success. Identify and discuss successful professionals and their involvement in either FBLA or DECA.	MK 05	CRP8 CRP10
1.1.2 Discuss and evaluate CTSO activities which reinforce and connect real-world application to the curriculum taught in the classroom.		CRP9 CRP10
1.1.2 Research CTSO competitive events and identify sources to help prepare for success in competitive events.		
1.1.3 Understand the importance of professional dress. Evaluate appropriate dress for different occupations and careers.		CRP1 CRP3
1.1.4 Research professional organizations for marketing related careers and discuss the importance of membership and participation in professional organizations for career development and growth.		

Performance Indicator 1.2 Develop personal traits for success in marketing careers (soft skills).	National/ Industry Standards	Career Ready Practice
1.2.1 Demonstrate effective communication skills.	MK-COM 1 MK 02	CRP4 CRP1 CRP8
1.2.2 Comprehend and explain the importance of punctuality and attendance.		
1.2.3 Identify traits important to success such as initiative, positive attitude, enthusiasm, self-confidence, etc.		
1.2.4 Describe integrity, ethical leadership, and the importance of these on one's career and business success. Evaluate real-world scenarios and discuss the ethical considerations involved in those situations.	MK 04 MK 05 MK 06 MK 07	CRP1 CRP5 CRP9
1.2.5 Participate in team exercises modeled on projects that would require teamwork in the workplace.	BM-ADM 3 BM-HR 2	CRP5 CRP12
1.2.6 Participate in quarterly work skills evaluations. (Evaluations should be similar to employee performance reviews used in the workplace.)		
Performance indicator 1.3 Understand, explain, and demonstrate the concept and importance of <i>digital presence</i> .	National/ Industry Standards	Career Ready Practice
1.3.1 Compare and contrast positive and negative social media presence.	MK-COM 5 MK 05	CRP2 CRP6 CRP10
1.3.2 Analyze one's current digital presence.		
1.3.3 Introduce the value of a digital portfolio.		
Performance Indicator 1.4 Develop a plan for marketing yourself.	National/ Industry Standards	Career Ready Practice
1.4.1 Create a letter of application, resume and follow-up letter.	MK-COM 5 MK 05	CRP4 CRP6 CRP1
1.4.2 Complete an employment application.		
1.4.3 Prepare for a job interview and participate in a mock interview.		
1.4.4 Prepare a professional digital portfolio.		

Performance Indicator 1.5 Research, analyze, and describe marketing careers.	National/ Industry Standards	Career Ready Practice
1.5.1 Research marketing careers and determine skills necessary for success in a variety of marketing related careers.	MK 05	CRP5 CRP7
1.5.2 Analyze personal interests and skills needed for success.		
1.5.3 Identify professional certifications available for various careers and levels of professionals in the marketing field.		
Standard 2.0 Develop a foundational knowledge of marketing and business.		
Performance Indicator 2.1 Define and explain fundamental marketing terminology.	National/ Industry Standards	Career Ready Practice
2.1.1 Identify the 4 P's of Marketing and explain the relationship that exists between each component.	MK 01 MK 10	CRP 2
2.1.2 Define and explain the importance of the Marketing Concept.		
2.1.3 Identify target markets.		
2.1.4 Compare and contrast the 4 Ps Model with the new SAVE Marketing. Identify some current businesses implementing the SAVE marketing model.		
Performance Indicator 2.2 Explain SWOT analysis and discuss its importance in planning.	National/ Industry Standards	Career Ready Practice
2.2.1 Define SWOT analysis.	MK 10	CRP2 CRP7 CRP8
2.2.2 Conduct SWOT analysis for use in the marketing planning process.		
Performance Indicator 2.3 Describe Marketing's role and activities in business.	National/ Industry Standards	Career Ready Practice
2.3.1 Discuss the importance of marketing in a global economy.	MK 01	CRP8

2.3.2 Discuss importance of marketing in all organizations.	MK-COM 5	
Standard 3.0 Explain social responsibility & ethics as it applies to marketing and business.		
Performance Indicator 3.1 Explain social responsibility as it applies to business decisions and operations.	National/ Industry Standards	Career Ready Practice
3.1.1 Conduct research to identify examples of businesses who exhibit socially responsible behavior. Discuss and defend examples with evidence found in research.	MK-MGT 3 MK 02 MK 04 MK 06 MK 07 MK 08 MK 09 MK 10 MK SAL 3	CRP7 CRP9
3.1.2 Describe the use of socially responsible behavior to create a brand image.		
3.1.3 Examine the consumer bill of rights and its influence on socially responsible behavior.		
Performance Indicator 3.2 Explain ethics as it applies to business decisions and operations.	National/ Industry Standards	Career Ready Practice
3.2.1 Provide examples of ethical behavior and contrast with examples of unethical behavior. Evaluate real-world scenarios and discuss the ethical considerations involved in those situations.	MK-MGT 3 MK 02 MK 04 MK 06 MK 07 MK 08 MK 09 MK 10 MK SAL 3	CRP1 CRP9
3.2.2 Discuss ethical decision making.		
3.2.3 self-assess decisions and the possible outcomes/effects of personal and professional decisions on oneself, colleagues, business, employer, customers, and other stakeholders.		
3.2.4 Discuss the difference between legal and ethical decisions.		
3.2.5 Explain the purpose of a code of ethics. Research and evaluate various codes of ethics for a variety of businesses and industries.		
3.2.6 Explain and discuss the benefits and limitations of industry self-regulation.		

Standard 4.0 Evaluate the impact of economics on marketing.		
Performance Indicator 4.1 Demonstrate understanding of fundamental economic terminology.	National/ Industry Standards	Career Ready Practice
4.1.1 Identify the factors of production and discuss how their availability affects strategic decisions by economies and businesses.	MK 01	CRP2
4.1.2 Illustrate the concept of scarcity and how it impacts business decisions.		
4.1.3 Identify the economic utilities of form, place, time and possession and discuss how they bring value to products and services offered.		
Performance Indicator 4.2 Illustrate and discuss the principles of supply & demand.	National/ Industry Standards	Career Ready Practice
4.2.1 Analyze supply & demand curves.	MK 01	CRP2
4.2.2 Discuss how the relationship between supply and demand influences price.		
4.2.3 Sketch a supply and demand curve, identifying the equilibrium point, areas of shortage and surplus.		
4.2.4 Discuss factors that affect shortages and surplus, as well as equilibrium price.		
Performance Indicator 4.3 Explain, illustrate, and analyze the business cycle.	National/ Industry Standards	Career Ready Practice
4.3.1 Identify and define the phases of the business cycle.	MK 01	CRP2
4.3.2 Assess and discuss how businesses react during each phase of the business cycle to help ensure continued success.		
Standard 5.0 Explain consumer behavior & competition.		
Performance Indicator 5.1 Explain consumer behavior and its effect on marketing decisions.	National/ Industry Standards	Career Ready Practice
5.1.1 Examine how consumer behavior influences marketing decisions.	MK-COM 3	CRP2

5.1.2 Discuss buyer motivation.	MK 10	
5.1.3 Analyze consumer media consumption and determine its impact on marketing decisions.		
Performance Indicator 5.2 Describe the use of market segmentation in marketing.	National/ Industry Standards	Career Ready Practice
5.2.1 Identify ways markets are segmented.	MK 01 MK 10	CRP2
5.2.2 Distinguish between mass marketing and market segmentation. Explain when each type is most effective or desirable to practice.		
Performance Indicator 5.3 Explain competition and how its existence, or lack thereof, impacts the economy, consumers, and the business environment.	National/ Industry Standards	Career Ready Practice
5.3.1 Articulate how competition benefits the consumer and the economy.	MK 01 MK-MER 5	CRP2
5.3.2 Distinguish between price and non-price competition.		
5.3.3 Examine and discuss the varying types of market structures ranging from perfect competition to monopoly.		
5.3.4 Explain the characteristics of monopoly and the effects of a monopoly on the consumer and the economy.		
Standard 6.0 Identify and evaluate the <u>product</u> element of the marketing mix.		
Performance Indicator 6.1 Recognize characteristics of goods and services.	National/ Industry Standards	Career Ready Practice
6.1.1 Define and differentiate between goods and services.	MK 01	CRP2
6.1.2 Classify products as goods, services, and/or hybrid offerings.		
Performance Indicator 6.2 Identify the impact of the product life cycle on marketing decisions.	National/ Industry Standards	Career Ready Practice
6.2.1 Explain the stages of the product life cycle.	MK 08	CRP2
6.2.2 Diagram the stages of the product life cycle.		
6.2.3 Analyze current products to determine in which product life cycle stage they appear to be.		

Performance Indicator 6.3 Explain the role of product packaging.	National/ Industry Standards	Career Ready Practice
6.3.1 List principle functions of product packaging and discuss the importance of packaging decisions.	MK-MGT 6	CRP2
6.3.2 Evaluate product packaging, its purpose, function, and effectiveness.	TD-LOG 5 TD-WAR 1	
Performance Indicator 6.4 Position products to acquire a desired image.	National/ Industry Standards	Career Ready Practice
6.4.1 Explain the nature of product branding.	MK 08	CRP2
6.4.2 Explain the nature of corporate branding.		
6.4.3 Identify, analyze, and assess the branding strategies of a variety of products/services.		
Standard 7.0 Identify the <u>pricing</u> element of the marketing mix.		
Performance Indicator 7.1 Recognize the importance of product price and explain common pricing strategies.	National/ Industry Standards	Career Ready Practice
7.1.1 Compare pricing objectives (maximize profits, increase market share, maintain image).	MK 07	CRP2
7.1.2 Examine strategies used to reach pricing objectives (discount, ROI, price skimming, penetration pricing, flexible pricing, psychological pricing, etc.).	MK-COM 2 MK-MGT 5 MK-RES 3 MK-MER 5	
Performance Indicator 7.2 Determine the selling price of a product.	National/ Industry Standards	Career Ready Practice
7.2.1 Calculate mark-up, mark-down, sales tax, discounts.	MK 01 MK 02	CRP2
7.2.2 Learn how to calculate return on investment using gross profit, net profit, and total revenue.	MK-MGT 5 MK-MER 5 MK-MER 6	

Standard 8.0 Identify the <u>promotion</u> element of the marketing mix.		
Performance Indicator 8.1 Identify and illustrate the elements of the promotional mix (advertising, public relations, personal selling, and sales promotion).	National/ Industry Standards	Career Ready Practice
8.1.1 Explain types of advertising media and discuss the effectiveness and appropriateness of each media as it relates to varying products and/or services.	MK 02 MK 09 MK 10 MK-COM 3 MK-COM 5	CRP2 CRP4 CRP11
8.1.2 Discuss and label components of a print advertisement (copy, illustration, logo, headline, and slogan).		
8.1.3 Identify types of public relations activities.		
8.1.4 Discuss and list types of sales promotions (rebates, sweepstakes, coupons, etc.).		
8.1.5 Describe the steps in the personal selling process.		
Performance Indicator 8.2 Explain the nature of a promotional plan.	National/ Industry Standards	Career Ready Practice
8.2.1 Explain, discuss, and analyze the components of a promotional plan.	MK-COM 5	CRP2 CRP8 CRP4 CRP6 CRP11
8.2.2 Create a promotional plan for a product or organization. Utilize technology tools to outline, develop, and present the plan.		
Standard 9.0 Identify the <u>place</u> element of the marketing mix.		
Performance Indicator 9.1 Acquire foundational knowledge of channel management to understand its role in marketing.	National/ Industry Standards	Career Ready Practice
9.1.1 Explain the channels of distribution.	MK 06	CRP2
9.1.2 Describe the various means by which products are transported within a channel of distribution (railroad, truck, boat, plane, pipeline, etc.).	MK-MGT 3 MK-MER 3	
Performance Indicator 9.2 Identify alternative/creative methods of product delivery.	National/ Industry Standards	Career Ready Practice
9.2.1 Discuss emerging methods of distribution (Amazon Dash, drones, monthly subscriptions, grocery pick-up and drop off).	MK 06 MK-MGT 3	CRP2

9.2.2 Discuss the impact of emerging methods of distribution and analyze how it will impact the other elements of the marketing mix (product, price, and promotion).	MK-MER 3 TD 1 TD 2	
Standard 10.0 Identify and discuss emerging technologies and their impact on marketing.		
Performance Indicator 10.1 Plan the use of social media in marketing.	National/ Industry Standards	Career Ready Practice
10.1.1 Discuss how social media impacts marketing.	MK-COM 3 MK-COM 5	CRP2 CRP11
10.1.2 Explain how social media has affected word of mouth (WOM) and viral marketing.		
10.1.3 Identify advantages/disadvantages of different platforms of social media.		
Performance Indicator 10.2 Describe E-commerce and analyze its impact on marketing decisions.	National/ Industry Standards	Career Ready Practice
10.2.1 Explain e-commerce, platforms, and why it is essential to marketing (brick and click, etc.).	MK-01 MK-RES 3 MK-MER 3	CRP2
10.2.2 Explore the advantages and disadvantages to businesses engaging in e-commerce.		
Performance Indicator 10.3 Examine how analytics impacts marketing.	National/ Industry Standards	Career Ready Practice
10.3.1 Define marketing analytics.	MK-RES 1 MK-RES 2	CRP2 CRP4 CRP7 CRP8 CRP11
10.3.2 Identify types of marketing analytics.		
10.3.3 Describe how companies use analytics to drive specific content to customers.		
10.3.4 Design and execute marketing quantitative and qualitative research activities in order to answer a question, meet a need, solve a problem, or meet the goals of the organization.		
10.3.5 Explain the importance of electronic databases in order to store, evaluate, report and manage data.		
10.3.6 Create and utilize online survey forms, word processing documents, spreadsheets, database, and presentation software to collect, compile, analyze, report, and present data from research and other real-world activities.	MK-SAL1 MK-RES 3	