

Marketing Foundations and Functions
Student Goals and Objectives

I. Course Overview

This course has been developed to help students learn about marketing and to develop marketing skills. The first and second semester of the course will focus on the three important areas fundamental to successful marketing: economic foundations, business and marketing foundations, and human resource foundations. In addition, students will begin researching and writing a strategic plan for a business of their choice using the DECA format. The third and fourth semesters will focus on helping students increase their knowledge of all major marketing activities. During both semesters, students will expand their study of marketing into the areas of technology and other interesting uses of marketing in sports, entertainment, politics, and international business. In addition, students will apply their marketing skills in preparing for their DECA competitions and in operating the school store.

II. General goals of the course - Students will:

1. Acquire a working vocabulary of common business terms.
2. Develop and understanding of marketing concepts, principles and practices and apply them to their role as a consumer and/or entrepreneur
3. Explore different career opportunities.
4. Analyze case studies and actual marketing strategies and events.
5. Develop the skills necessary for fundamental marketing math, communication, sales, visual display, business and distribution operations, and entrepreneurship.
6. Research and write a strategic plan for a business, using the D.E.C.A. guidelines.

III. Specific goals of the course

Unit 1. Introducing Marketing
SBWAT:
1. List several benefits you can obtain from studying marketing.
2. Identify and describe the nine marketing functions.
3. Explain the importance of the marketing concept.
4. Discuss why marketing is important for businesses.
5. Describe the major functions of business and their contributions.
6. Explain why businesses can be more successful if functions are coordinated with each other.
7. Describe the impact of effective marketing on businesses, individuals, and society.
8. Understand the importance of ethical behavior for marketers.
9. Begin researching and writing a strategic plan.
Unit 2. Economics and Business Foundations
SBWAT:
1. Identify how marketers can benefit from an understanding of economics.
2. Explain the basic economic problem of scarcity and how societies solve the problem.
3. Describe the characteristics of the U.S. private enterprise economy.
4. Identify the role of consumers, producers, and government in a private enterprise economy.

Marketing Foundations and Functions
Student Goals and Objectives

- | |
|--|
| 5. Explain the law of supply and demand. |
| 6. Compare the competitive environments faced by businesses operating in pure competition, monopoly, oligopoly, and monopolistic competition. |
| 7. Discuss the impact of international trade on the U.S. economy. |
| 8. Explain why businesses want to sell their products and services in other countries. |
| 9. Discuss how the marketing concept can be used to identify opportunities in international markets. |
| 10. Identify several categories of information people need to understand international markets. |
| 11. Describe in writing the impact of cultural differences on international business. |
| 12. Explain how markets can be segmented by geographic location, demographic characteristics, psychographics, product usage, and benefits derived. |
| 13. Understand how to evaluate market potential and calculate market share. |
| 14. List at least four bases for market positioning. |
| 15. Continue researching and writing a strategic plan. |

Unit 3. Marketing Planning

SBWAT:

- | |
|---|
| 1. Describe the importance of understanding consumer behavior |
| 2. Outline the steps consumers take when making a purchasing decision. |
| 3. Demonstrate an understanding of consumer wants and needs. |
| 4. Distinguish between rational, emotional, and patronage buying motives and how they impact consumer and business buying behavior. |
| 5. Identify the types of information collected and the collection methods used by marketers to improve decision-making. |
| 6. Demonstrate understanding of the elements of a marketing strategy. |
| 7. Describe the components of a marketing strategy. |
| 8. Develop criteria for determining if a marketing strategy is effective. |
| 9. Understand and explain the product life cycle. |
| 10. Justify the need for a written marketing plan. |
| 11. Outline the steps necessary for developing a marketing plan. |
| 12. Describe the relationship between a marketing strategy and a marketing plan. |
| 13. Explain the three major components of an effective marketing plan. |
| 14. Identify the information needed to develop an effective marketing plan. |
| 15. Explain the information needed to develop an effective marketing plan. |
| 16. Explain how the marketing plan was implemented. |
| 17. Continue researching and writing a strategic plan. |

Unit 4. Creating the Mix – Product and Distribution

SWBAT:

- | |
|--|
| 1. Identify how consumers and business people define a product. |
| 2. Describe the role of marketing in new product development. |
| 3. List the factors that are part of the product mix element. |
| 4. Make decisions about the product mix element based on market characteristics. |
| 5. Understand the processes businesses use to develop new products. |

Marketing Foundations and Functions
Student Goals and Objectives

6. Define the term service.
7. Understand the growth and importance of the service industry in the U.S. economy.
8. Identify the unique characteristics of services.
9. Classify service organizations by type of market, labor intensiveness, customer contact, level of skill, and goals of the organization.
10. Develop an appropriate marketing mix for a service organization.
11. Evaluate service quality based on competition, performance standards, and customer satisfaction.
12. Describe the business-to-business exchange process.
13. Discuss the important factors in the purchasing process used by businesses.
14. Outline the steps followed by organizations when purchasing products.
15. Provide examples of the ways businesses can improve their purchasing procedures.
16. List common purchasing records used by businesses.
17. Describe several unique factors in retail purchasing and international purchasing.
18. Discuss the importance of distribution as a marketing function.
19. Justify the need for an effective distribution system.
20. Explain how a channel of distribution is developed.
21. Describe the unique characteristics and roles of retailers and wholesalers.
22. Identify ways that physical distribution affects the success of a product.
23. Complete researching and writing a strategic plan.
Unit 5. Creating the Mix – Price and Promotion
SWBAT:
1. Identify how prices influence customer satisfaction and business success.
2. Describe the relationship between economic concepts and price.
3. Compare price and non-price competition.
4. Examine the influence that governments have on pricing.
5. Discuss the elements of pricing procedures.
6. Demonstrate how a selling price is calculated.
7. Explain how credit can be used effectively in marketing.
8. Understand how promotion informs, persuades, and reminds consumers.
9. Identify the various elements in the communication process.
10. Explain the different roles played by interpersonal communication and mass communication.
11. Describe the four types of promotion and their advantages and disadvantages.
12. Discuss how marketers develop a promotional mix.
13. Outline the steps of the promotional planning process.
14. Describe the role of advertising within the marketing mix.
15. Differentiate between organizational advertising and product advertising.
16. Identify the steps in developing an effective advertising plan.
17. Discuss self-regulation and the impact of government regulation on the advertising industry.
Unit 6. Managing Risks, Finances, and Information

Marketing Foundations and Functions
Student Goals and Objectives

SWBAT:
1. Discuss risk and the classifications of risk.
2. Identify four methods of dealing with risk.
3. Describe the types of risk faced in the marketing environment and the marketing mix.
4. Develop a plan for managing marketing risk.
5. Identify reasons that financial planning is important in marketing.
6. Describe the tools used in financial planning and operations.
7. Demonstrate how revenues and expenses are affected by marketing activities.
8. Analyze marketing revenues and costs to improve financial performance.
9. List sources of financing for capital expenses, inventory, and marketing operations.
10. Discuss why it is important to manage information.
11. Outline the characteristics of a well-designed marketing-information system.
12. Provide examples of the uses of marketing information.
13. Identify sources of internal and external sources of market information.
14. Describe the value of marketing intelligence to individuals and organizations.
Unit 7. Managing and Improving Marketing
SWBAT:
1. Describe the role of managers in effective marketing.
2. Define the five management functions and list activities managers perform for each function.
3. Explain how a marketing plan improves the management of marketing.
4. Demonstrate how marketing managers plan, organize, staff, lead, and control.
5. Identify ways to determine the effectiveness of marketing.
6. Discuss the contributions of marketing.
7. Examine areas where marketing can be improved.
8. Analyze ethical issues facing marketers.
9. Describe the impact of technology on marketing.
10. Identify factors that are expected to affect marketing in the future.
11. Explain why professional development is important in marketing.
Supplemental Activities:
1. School Store:
The school store is an educational tool, which will give the students hands-on business experience. This business learning opportunity can easily be integrated into any business class.
1. Students learn about cost and profit.
2. Students learn customer service by waiting on customers.
3. Students learn to order and check in merchandise.
4. Students learn accounting by working on real records.
5. Students learn the importance of advertising.
2. DECA Competition
The Distributive Education Clubs of America (DECA) is organized around an ambitious goal: to improve educational and career opportunities in marketing, management and entrepreneurship for students.

Marketing Foundations and Functions
Student Goals and Objectives

DECA works with the business community to integrate academic achievement with career and technical skills. The mission of DECA is to enhance the co-curricular education of students with interests in marketing, management and entrepreneurship.
DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community service through a competitive events program that amplifies what students learn in the classroom.
Goals of DECA
1. To prepare marketing education students to take their proper places in the business world
2. To develop leadership characteristics
3. To develop self-confidence and self-acceptance
4. To develop a greater understanding of our competitive, free enterprise system
5. To further develop occupational competencies needed for careers in marketing, management and entrepreneurship
6. To develop high ethical standards in personal and business relationships
7. To develop effective international relationships
8. To develop a greater awareness of career opportunities in marketing
9. To develop greater proficiency in communication
10. To develop greater appreciation of the responsibilities of citizenship
11. To develop a healthy competitive spirit
12. To develop social and business etiquette