

# **Standards/Objectives and Performance Competencies for Marketing- Semester 1**

## **Texts: Marketing Essentials**

### **STANDARD #1**

Students will have an understanding of the world of marketing.

#### Chapter 1

Understand that marketing is all around us by identifying its related activities.

- Describe marketing functions and related activities.
- Explain marketing and its importance in a global economy.

Understand the marketing concept.

- Define the marketing concept.

Understand the economic benefits of marketing.

- Describe the benefits of marketing.
- Define the term economic utility.
- Identify the five economic utilities.
- Determine forms of economic utility created by marketing activities.

Understand the basic fundamentals and concepts of marketing.

- Define the term market.
- Define the term target marketing.
- Understand the difference between customer and consumer.
- Understanding the "Four P's of Marketing".

Understand the concept of market segmentation.

- Define the term market segmentation.
- Understand the four methods used to segment a market.
- Understand current demographic, psychographic, and geographic trends.

### **STANDARD #2**

Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.

#### Chapters 3 & 5

Understand the free enterprise and the market-oriented economic systems.

- Explain the types of economic systems.
- Explain the concept of private enterprise.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.

Understand government and consumer functions.

- Explain the relationship between government and business.
- Explain the principles of supply and demand.

Understand global economies.

- Explain the types of economic systems.
- Explain the concept of economic resources.
- Distinguish between economic goods and services.
- Describe the nature of economics and economic activities.

### **STANDARD #3**

Students will have an understanding of business and international marketing principles.  
Chapter 4

#### Define the functions of business.

- Explain the role of business in society.
- Explain marketing and its importance in a global economy.
- Explain the nature of environmental regulations.

#### Understand international trade and the interdependence of nations.

- Explain the nature of international trade.
- Evaluate influences on a nation's ability to trade.
- Determine the relationship between government and business.

### **STANDARD #4**

Students will have an understanding of business and society.  
Chapter 6

#### Understand the nature of market-oriented economic systems.

- Explain the concept of private enterprise.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.
- Explain the principles of supply and demand.

#### Define the functions of business.

- Explain the role of business in society.
- Identify different types of business.
- Explain the functions of business.

#### Understand government and the legal and ethical laws and issues.

- Explain the relationship between government and business.
- Identify federal regulatory agencies and laws.

#### Explore the issues of ethics and social responsibility.

- Understand social responsibility in the workplace
- Understand social responsibility in the marketplace.
- Understand social responsibility in the community.
- Explain the nature of environmental regulations.
- Explain the concept of business ethics.
- Apply guidelines for ethical behavior.

### **STANDARD #5**

Students will have an understanding of management skills required for marketing.  
Chapter 11

#### Understand management structures.

- Explain the concept of management.
- Explain the how horizontally organized companies differ from vertically organized companies.
- Name the three levels of management.

#### Understand management functions.

- Name the three functions of management.
- Describe the management techniques used by effective managers.
- Explain how to manage employees properly.

## **STANDARD #6**

Students will have an understanding of the selling process.  
Chapters 13-14-15-16

### Define and understand selling.

- Explain the nature and scope of the selling function.
- Analyze product information for use in selling.
- Identify customer's buying motives for use in selling.
- Facilitate customer buying decisions.

### Explain why preparation is important.

- Determine customer/client needs.
- Explain key factors in building a clientele.
- Differentiate between consumer and organizational buying behavior.

### Describe initiating the sale and the sales process.

- Explain the selling process.
- Prepare for the sales presentation.
- Establish relationship with client/customer.

### Explain determining needs in a sale.

- Explain customer/client needs.
- Assess customer/client needs.

### Describe how to present a product.

- Understand how to demonstrate a product.
- Understand how to recommend a specific product.

### Understand objections and rejections.

- Understand how to convert customer/client objections into selling points.
- Understand how to handle customer inquiries.

### Understand customer buying signals and identify how to close a sale.

- Understand how to close the sale.
- Understand how to sell a good/service/idea to individuals.
- Facilitate customer buying decisions.

### Understand effective selling.

- Demonstrate suggestion selling.
- Understand how to process sales documentations.
- Plan follow-up strategies for use in selling.

### Demonstrate the use of math in purchase orders and invoices.

- Determine discounts and allowances that can be used to adjust base prices.
- Understand how to use information systems for order fulfillment.