



Marketing High School

1.0 Comprehends and applies the principles of marketing that enable a business and our economy to get goods, ideas or services from where they are produced or created to where they are consumed.

- 1.1 Understands the “marketing concept” as the foundation of developing and promoting products and services.
- 1.2 Applies the marketing concept to make marketing decisions from the customer’s point of view.
- 1.3 Demonstrates an understanding of the marketing mix (product, price, place, promotion, and people) to enable an organization to meet consumer’s needs and wants.
- 1.4 Distinguishes the various internal and external environments that effect marketing.

2.0 Can differentiate factors in the market place that will enable an organization to identify and meet the needs of consumers.

- 2.1 Distinguishes the level of needs that motivate and influence people’s behavior, especially as it applies to purchasing decisions.
- 2.2 Can effectively apply and analyze marketing research to make decisions to more effectively produce and promote the products and services desired by the consumer.
- 2.3 Is able to distinguish and differentiate between market segments and can deduce methods to reach those specific market segments.

3.0 Formulates an awareness of the development of products and services, and is able to analyze the impact that pricing has on an organization’s effort to market those goods and services in the market place.

- 3.1 Can create a product-benefit analysis that demonstrates the way that a product will meet the needs of the consumer.
- 3.2 Demonstrates an understanding of the importance of service organizations in our market place.
- 3.3 Comprehends the growth of the service industries in today’s society and the impact that growth has on our present and future economy.
- 3.4 Is able to contrast numerous pricing methods that are used in establishing the prices of goods and services.

4.0 Demonstrates an understanding of the simple and complex channels of distribution that allow goods and services to be delivered to the end consumer.

- 4.1 Can distinguish major channels of distribution in our current society.
- 4.2 Can contrast the advantages and disadvantages of different models of transportation in the distribution of goods and services.
- 4.3 Can explain the significance of wholesaling in adding value to a product or service.
- 4.4 Can summarize why some products can be more efficiently and economically marketed through a middleman.
- 4.5 Is able to define current and historic types of retailing and can analyze the factors that make these types of retailing effective.

5.0 Distinguishes appropriate ways to promote a product or service in the market place and is able to choose the best ways to communicate the benefits of a product or service and convince the consumer that the product or service will meet their needs.

- 5.1 Differentiates between products and services and the characteristics of each.
- 5.2 Is able to define and explain a variety of ways to promote products and services.
- 5.3 Applies the problem-solving process in making buying decisions as a consumer.
- 5.4 Applies the problem solving process to deduce the appropriate method of selling a product or service.
- 5.5 Is able to explain the importance of advertising.
- 5.6 Differentiates between various classifications of advertising and the effectiveness of those types of advertisement.
- 5.7 Can compare the different types of promotion used for products and services.

6.0 Develops a comprehension of the significance of managing the marketing process and recognizes the importance of all aspects of the marketing process in meeting the needs of the marketplace.

- 6.1 Analyzing marketing plans of companies that are seeking to be successful in the marketing of their goods and services.
- 6.2 Producing a marketing plan for a company and its product line.
- 6.3 Creating a marketing plan for yourself that includes a mission statement, an analysis of your current market status, determines future market objectives, identifies strategies to achieve those objectives, develops an action plan to carry out the strategies and evaluates the success of the marketing plan.