# Principles of Marketing Course No. 12164 Credit: 1.0

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402); Business Management and Entrepreneurship (52.0799); Restaurant and Event Management (12.0504); Travel and Tourism (52.0901)

Course Description: **Technical Level:** This course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Marketing

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society. |  |
| 1.2 | Explain marketing and its importance in a global economy. |  |
| 1.3 | Describe marketing functions and related activities. |  |
| 1.4 | Describe the components of a situation analysis. |  |
| 1.5 | Identify sources of competitive advantage. |  |
| 1.6 | Analyze the components of the consumer decision-making process. |  |
| 1.7 | Identify the types of consumer buying decisions and discuss the significance of consumer involvement. |  |
| 1.8 | Identify and understand the cultural, social, individual, and psychological factors affecting consumer buying decisions. |  |
| 1.9 | Explain the NAICS (North American Industry Classification System) system as it relates to B2B markets. |  |
| 1.10 | Identify the 4 major categories of business market customers: Governments, Institutions, Resellers and Producers. |  |
| 1.11 | Identify the marketing mix elements (product, price, place, and promotion - also known as the 4Ps of the marketing mix). |  |
| 1.12 | Explain how to identify target markets. |  |

## Benchmark 2: Channel Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explain the nature and scope of channel management. |  |
| 2.2 | Explain the relationship between customer service and channel management. |  |
| 2.3 | Explain the nature of channels of distribution. |  |
| 2.4 | Describe the use of technology in the channel management function. |  |
| 2.5 | Explain legal and ethical considerations in channel management. |  |

## Benchmark 3: Marketing Information Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Describe the need for marketing information. |  |
| 3.2 | Explain the nature and scope of the marketing information management function. |  |
| 3.3 | Explain the role of ethics in marketing -information management |  |
| 3.4 | Describe the ethical use of technology in marketing. |  |
| 3.5 | Explain the nature of marketing research. |  |
| 3.6 | Describe the regulation of marketing-information management. |  |
| 3.7 | Describe options businesses use to obtain marketing research data (i.e., primary and secondary research). |  |
| 3.8 | Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). |  |
| 3.9 | Explain techniques for processing marketing information. |  |
| 3.10 | Explain the use of descriptive statistics in marketing decision-making. |  |
| 3.11 | Explain the concept of marketing strategies. |  |
| 3.12 | Explain the concepts of market and market identification. |  |

## Benchmark 4: Pricing

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Explain the nature and scope of the pricing function. |  |
| 4.2 | Describe the role of business ethics in pricing. |  |
| 4.3 | Explain the use of technology in the pricing function. |  |
| 4.4 | Explain legal considerations for pricing. |  |
| 4.5 | Explain factors affecting pricing decisions. |  |

## Benchmark 5: Product/Service Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Explain the nature and scope of the product/service management function. |  |
| 5.2 | Identify the impact of product life cycles on marketing decisions. |  |
| 5.3 | Describe the use of technology in the product/service management function. |  |
| 5.4 | Explain business ethics in product/service management. |  |
| 5.5 | Identify consumer protection provisions of appropriate agencies. |  |
| 5.6 | Explain the concept of product mix. |  |
| 5.7 | Describe factors used by marketers to position products/services. |  |
| 5.8 | Describe the uses of grades and standards in marketing. |  |
| 5.9 | Explain warranties and guarantees. |  |

## Benchmark 6: Promotion

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Explain the role of promotion as a marketing function. |  |
| 6.2 | Explain the types of promotion. |  |
| 6.3 | Identify the elements of the promotional mix (e.g. advertising, personal selling, sales promotion, public relations). |  |
| 6.4 | Describe the use of business ethics in promotion. |  |
| 6.5 | Describe the use of technology in the promotion function. |  |
| 6.6 | Describe the regulation of promotion. |  |
| 6.7 | Explain types of advertising media. |  |
| 6.8 | Describe word of mouth channels used to communicate with targeted audiences. |  |
| 6.9 | Explain the nature of direct marketing channels. |  |
| 6.10 | Explain and identify influencer marketing strategies. |  |
| 6.11 | Identify communications channels used in sales promotion. |  |
| 6.12 | Explain communications channels used in public relations activities. |  |
| 6.13 | Discuss the role of public relations in the promotional mix. |  |

## Benchmark 7: Customer Relations

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explain the nature of positive customer relations. |  |
| 7.2 | Demonstrate ability to write various marketing communications. |  |
| 7.3 | Adapt communication to the cultural and social differences among clients. |  |
| 7.4 | Interpret business policies to customers/clients. |  |
| 7.5 | Explain the nature of product/service and corporate branding. |  |
| 7.6 | Determine ways of reinforcing the company's image through employee performance. |  |

## Benchmark 8: Click or tap here to enter text.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Explain the nature and scope of the selling function and process. |  |
| 8.2 | Explain the role of customer service as a component of selling relationships |  |
| 8.3 | Explain key factors in building a clientele. |  |
| 8.4 | Explain company selling policies. |  |
| 8.5 | Explain business ethics in selling. |  |
| 8.6 | Describe the use of technology as the selling function. |  |
| 8.7 | Describe the nature of selling regulations. |  |
| 8.8 | Acquire product information for use in selling. |  |
| 8.9 | Analyze product information to identify product features and benefits. |  |
| 8.10 | Determine customer/client needs. |  |
| 8.11 | Recommend specific product. |  |
| 8.12 | Discuss and research online marketing platforms that fits the needs of brand and product. (i.e., selling only on website, navigating sales widgets, selling on Etsy/Amazon/eBay/etc.). |  |

## Benchmark 9: Operations

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Analyze company resources to ascertain policies and procedures. |  |

## Benchmark 10: Marketing Analytics

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Explain the terminology and tools of marketing analytics. |  |
| 10.2 | Identify metrics for tracking digital and traditional marketing efforts. |  |
| 10.3 | Understand the importance of using data when making decisions in marketing. |  |

## Benchmark 11: Careers

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 11.1 | Explore career opportunities in marketing. |  |
| 11.2 | Illustrate the services of professional organizations in marketing. |  |
| 11.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 11.4 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 11.5 | Explore the Workforce and Labor market information to determine needs when developing WBL experience with a career plan. |  |
| 11.6 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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