

Standards and Competencies for Marketing and Mgmt I - Principles (Course # 5000)

	Begin-End Yr
Standard 1 - The student will demonstrate an understanding of the marketing foundations and the impact on individuals and businesses.	2009 -
1.1 - Analyze the benefits of marketing and their importance	2009 -
1.2 - Examine marketing functions and related activities	2009 -
1.3 - Differentiate the target markets	2009 -
1.4 - Assess the concept of market segmentation	2009 -
1.5 - Evaluate the marketing mix and its contribution to successful marketing	2009 -
Standard 2 - The student will demonstrate an understanding of economic concepts and principles in a global economy.	2009 -
2.1 - Differentiate between the types of economic systems including the interrelationship of business, government and individuals	2009 -
2.2 - Assess economic concepts globally	2009 -
2.3 - Analyze the free enterprise system	2009 -
2.4 - Examine economic indicators and business cycles	2009 -
2.5 - Demonstrate a knowledge of international trade	2009 -
2.6 - Evaluate the relationship of cost/profit to supply and demand	2009 -
2.7 - Evaluate the effects of monetary and fiscal policies on economic decisions	2009 -
2.8 - Examine the relationship of values/beliefs to economic goals	2009 -
Standard 3 - The student will demonstrate an understanding of selling.	2009 -
3.1 - Understand the concepts and techniques of selling	2009 -
3.2 - Analyze the factors that influence customer buying decisions	2009 -
3.3 - Demonstrate the selling process and techniques used in marketing and management	2009 -
Standard 4 - The student will analyze promotional tools.	2009 -
4.1 - Examine the types of promotions in marketing and management	2009 -
4.2 - Distinguish between institutional and promotional advertising	2009 -
4.3 - Differentiate between different types of advertising media	2009 -
Standard 5 - The student will analyze the distribution strategies	2009 -
5.1 - Distinguish channels of distribution and channel members	2009 -
5.2 - Examine the nature and scope of physical distribution	2009 -
5.3 - Compare and contrast stock handling and inventory control	2009 -
Standard 6 - The student will examine human resource skills needed for career success.	2009 -
6.1 - Categorize opportunities available for a career in marketing	2009 -
6.2 - Distinguish techniques necessary for acquiring a marketing job	2009 -
6.3 - Analyze the importance of communication skills in marketing	2009 -
6.4 - Appraise appropriate interpersonal skills needed in marketing careers	2009 -
Standard 7 - The student will examine the importance of price planning in product development.	2009 -
7.1 - Evaluate the importance of branding, packaging, and labeling	2009 -
7.2 - Examine pricing strategies	2009 -
Standard 8 - The student will demonstrate organizational and leadership skills.	2009 -
8.1 - Demonstrate a knowledge of DECA	2009 -
8.2 - Utilize critical thinking in decision-making situations	2009 -
8.3 - Identify and develop personal characteristics needed in leadership situations	2009 -
Standard 9 - The student will understand the importance of academic integration in the area of marketing.	2009 -
9.1 - Differentiate between the types of economic systems	2009 -
9.2 - Assess economic concepts in a market economy	2009 -
9.3 - Analyze the role of government in a free enterprise system	2009 -
9.4 - Examine economic indicators and business cycles	2009 -
9.5 - Demonstrate a knowledge of international trade	2009 -
9.6 - Distinguish among geographic, demographic, psychographic and behavioral segmentation	2009 -
9.7 - Develop creative thinking skills	2009 -
9.8 - Develop vocabulary and writing skills	2009 -
9.9 - Analyze, compare, interpret, and apply basic concepts	2009 -
9.10 - Express ideas and information clearly using proper terminology and grammar	2009 -
9.11 - Perform mathematical calculations using algebraic expressions	2009 -
9.12 - Examine computer applications in marketing	2009 -
9.13 - Discuss the future of technology in marketing	2009 -
9.14 - Evaluate environmental laws in business	2009 -
9.15 - Recognize the influence of science in product development	2009 -
9.16 - Analyze the use of natural resources in economic systems	2009 -
9.17 - Examine the effects of recycling on the environment	2009 -
Standard 10 - The student will demonstrate Marketing and Management I Principles in a work-based learning experience.	2009 -
10.1 - Apply principles of marketing and management to a work-based situation	2009 -
10.2 - Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities	2009 -
10.3 - Evaluate and apply principles of ethics as they relate to the work-based experience	2009 -
10.4 - Employ the principles of safety to the work-based experience	2009 -