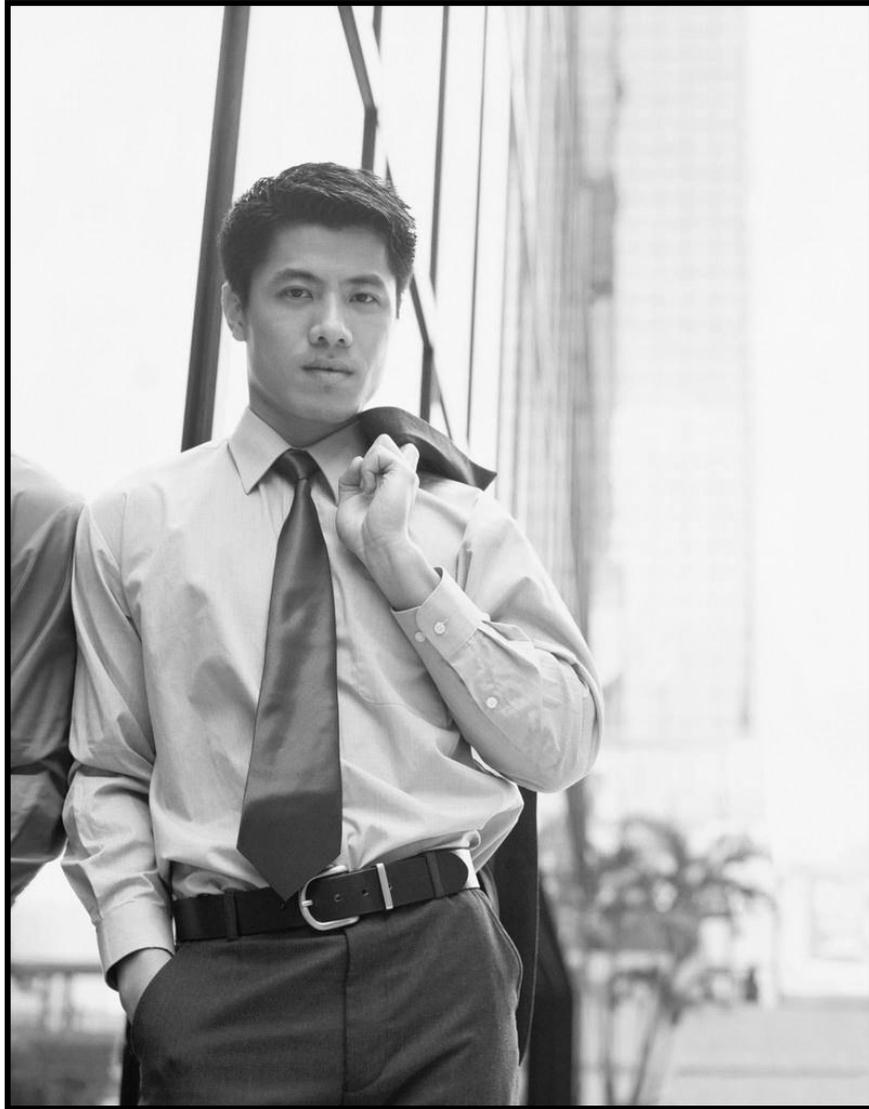


PRINCIPLES OF MARKETING

Course Frameworks

MIS03 Course Code: 04080



North Dakota Marketing Education
State Board for Career and Technical Education

Course Title	Principles of Marketing
MIS03 Course #	04080
License Code	<i>An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.</i>
Description	<i>Principles of Marketing</i> is an introductory course that develops student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning.
Performance Indicators	90
Credit	½ or 1 credit
Program of Study	<i>Principles of Marketing</i> is the introductory course for the Business Administration Program of Study for Marketing Education.
Grade Level	Grades 9-12

Course Outline Introduction	<p>An outline is provided to identify a recommended instructional sequence/schedule for <i>Principles of Marketing</i>. The outline identifies the week in which each learning outcome should be taught, the performance indicators to be taught during that week, and the category or type of each performance indicator.</p> <p>Two categories of performance indicators, or learning outcomes, are identified on the course outline: Business Fundamentals and Tricks of the Trade. The Business Fundamentals category contains performance indicators that focus on core business and economic concepts. The Tricks of the Trade category, on the other hand, focuses on the concepts and skills that support both employee and business success. Performance indicators that fall into the Tricks of the Trade category deal particularly with effective communications, emotional intelligence, information management technology, workplace safety and security, and job search success.</p>	
Week 1	Business Fundamentals	Tricks of the Trade
		<p>Explain the goals of the <i>Principles of Marketing</i> course</p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Utilize note-taking strategies (CO:085) (CS)</p> <p>Organize information (CO:086) (CS)</p> <p>Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)</p>
Week 2		
	<p>Explain the role of business in society (EC:070, EC LAP 20) (CS)</p> <p>Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</p>	
Week 3		
	<p>Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</p> <p>Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</p>	

Week 4	Business Fundamentals	Tricks of the Trade
	Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS)	Employ communication styles appropriate to target audience (CO:084) (CS) Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
Week 5		
	Explain the principles of supply and demand (EC:005, EC LAP 11) (CS) Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)	Defend ideas objectively (CO:061) (CS)
Week 6		
	Describe types of business activities (EC:071, EC LAP 19) (CS)	Handle telephone calls in a businesslike manner (CO:114) (CS) Participate in group discussions (CO:053, QS LAP 29) (CS)
Week 7		
	Explain the concept of management (SM:001, SM LAP 3) (CS) Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)	
Week 8		
	Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS) Explain the concept of accounting (FI:085, FI LAP 5) (CS)	
Week 9		
	Explain the role of finance in business (FI:354, FI LAP 7) (CS) Explain the nature of operations (OP:189, OP LAP 3) (CS)	

Week 10	Business Fundamentals	Tricks of the Trade
	<p>Explain the concept of production (OP:017, OP LAP 4) (CS)</p> <p>Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)</p>	
Week 11		
	<p>Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)</p> <p>Discuss the nature of information management (NF:110, NF LAP 3) (CS)</p>	<p>Assess information needs (NF:077) (CS)</p>
Week 12		
		<p>Obtain needed information efficiently (NF:078) (CS)</p> <p>Explain the role of information systems (NF:083) (PQ)</p> <p>Discuss principles of computer systems (NF:084) (PQ)</p> <p>Use basic operating system (NF:085) (PQ)</p>
Week 13		
		<p>Describe the scope of the Internet (NF:086) (PQ)</p> <p>Demonstrate basic web-search skills (NF:006) (PQ)</p> <p>Evaluate quality and source of information (NF:079) (CS)</p>
Week 14		
		<p>Apply information to accomplish a task (NF:080) (CS)</p> <p>Demonstrate basic e-mail functions (NF:004) (PQ)</p>

Week 15	Business Fundamentals	Tricks of the Trade
		<p>Explain the nature of effective written communications (CO:016) (CS)</p> <p>Select and utilize appropriate formats for professional writing (CO:088) (CS)</p> <p>Place orders/reorders (OP:016) (CS)</p>
Week 16		
		<p>Write professional e-mails (CO:090) (CS)</p> <p>Edit and revise written work consistent with professional standards (CO:089) (CS)</p> <p>Maintain inventory of supplies (OP:031) (CS)</p>
Week 17		
		<p>Demonstrate personal information management/productivity applications (NF:005) (PQ)</p> <p>Demonstrate basic word processing skills (NF:007) (PQ)</p>
Week 18		
	Semester Exam	<p>Explain the need for innovation skills (PD:126) (CS)</p> <p>Demonstrate basic presentation applications (NF:008) (PQ)</p>
Week 19		
		<p>Select and use appropriate graphic aids (CO:087) (CS)</p> <p>Demonstrate basic spreadsheet applications (NF:010) (PQ)</p>
Week 20		
	<p>Explain the types of economic systems (EC:007, EC LAP 17) (CS)</p> <p>Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</p>	

Week 21	Business Fundamentals	Tricks of the Trade
	Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS) Determine factors affecting business risk (EC:011, EC LAP 3) (CS)	
Week 22		
	Explain the concept of competition (EC:012, EC LAP 8) (CS) Explain the concept of productivity (EC:013, EC LAP 18) (CS)	
Week 23		
	Determine the relationship between government and business (EC:008, EC LAP 16) (CS)	Describe health and safety regulations in business (OP:004) (PQ)
Week 24		
	Explain types of business ownership (BL:003, BL LAP 1) (CS)	Assess personal interests and skills needed for success in business (PD:013) (PQ)
Week 25		
		Store information for future use (NF:081) (CS) Demonstrate basic database applications (NF:009) (PQ) Analyze employer expectations in the business environment (PD:020) (PQ)
Week 26		
		Explain the rights of workers (PD:021) (PQ) Report noncompliance with business health and safety regulations (OP:005) (PQ) Identify sources of career information (PD:022) (CS)

Week 27	Business Fundamentals	Tricks of the Trade
		<p>Make decisions (PD:017; QS LAP 2, PD LAP 10) (CS)</p> <p>Identify tentative occupational interest (PD:023) (CS)</p> <p>Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)</p>
Week 28		
	<p>Explain employment opportunities in business (PD:025, PD LAP 15) (CS)</p>	<p>Follow safety precautions (OP:007) (PQ)</p> <p>Maintain a safe work environment (OP:008) (CS)</p> <p>Explain procedures for handling accidents (OP:009) (CS)</p>
Week 29		
	<p>Explain the nature of business ethics (EC:106, EC LAP 21) (SP)</p>	<p>Utilize job-search strategies (PD:026) (PQ)</p> <p>Handle and report emergency situations (OP:010) (CS)</p>
Week 30		
	<p>Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)</p>	<p>Prepare a résumé (PD:031) (CS)</p>
Week 31		
	<p>Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)</p>	<p>Write a letter of application (PD:030) (CS)</p>
Week 32		
	<p>Explain how organizations adapt to today's markets (EC:107, EC LAP 25) (SP)</p>	<p>Demonstrate problem-solving skills (PD:077; QS LAP 26, PD LAP 17) (CS)</p> <p>Complete a job application (PD:027) (PQ)</p>
Week 33		
	<p>Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)</p>	<p>Interview for a job (PD:028) (PQ)</p>

Week 34	Business Fundamentals	Tricks of the Trade
		<p>Write a follow-up letter after job interviews (PD:029) (CS)</p> <p>Describe techniques for obtaining work experience (e.g., volunteer activities, internships, etc.) (PD:032) (PQ)</p> <p>Explain the need for ongoing education as a worker (PD:033) (PQ)</p>
Week 35		
		<p>Explain possible advancement patterns for jobs (PD:034) (PQ)</p> <p>Explain routine security precautions (OP:013) (CS)</p> <p>Follow established security procedures/policies (OP:152) (CS)</p>
Week 36		
	<p>Course Assessment</p> <p>Final Exam</p>	<p>Protect company information and intangibles (OP:153) (CS)</p>