

MARKETING I

MIS03 04210

An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.

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. Through the use of three projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course.

Credit 1 credit

Level Grades 10-12

Quarter 1

Student Competencies

	Explain the goals of the Marketing I course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
10.1.1	Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)
10.1.2	Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)
12.5.8	Explain employment opportunities in marketing (PD:024) (CS)
4.5.3	Explain the concept of organized labor and business (EC:015, LAP-EC-005) (SP)
16.1.1	Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)
16.2.1	Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)
2.1.5	Participate in group discussions (CO:053) (CS)
4.6.1	Discuss the measure of consumer spending as an economic indicator (EC:081) (SP)
20.1.1	Explain the nature and scope of selling (SE:017, SE LAP 117) (CS)
20.1.2	Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)
3.1.2	Demonstrate a customer-service mindset (CR:004) (CS)
3.1.4	Reinforce service orientation through communication (CR:005) (CS)
2.1.2	Employ communication styles appropriate to target audience (CO:084) (CS)
3.1.6	Adapt communication to the cultural and social differences among clients (CR:019) (CS)
2.3.5	Write business letters (CO:133) (CS)
3.1.5	Respond to customer inquiries (CR:006) (CS)

2.1.4	Handle telephone calls in a businesslike manner (CO:114) (CS)
20.1.4	Explain company selling policies (SE:932) (CS)
12.4.5	Use time-management skills (PD:019, LAP-PD-001) (SP)
10.2.1	Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-006) (SP)
10.2.3	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, LAP-MK-003) (SP)
16.2.1	Explain the nature of marketing plans (MP:007, LAP-MP-001) (SP)
16.2.2	Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
16.2.6	Explain the nature of sales forecasts (MP:013) (SP)
20.7.1	Explain the impact of sales and buying cycles (SE:380) (SP)
12.4.4	Demonstrate appropriate creativity (PD:012) (SP)
18.2.1	Identify methods/techniques to generate a product idea (PM:127, LAP-PM-011) (SP)
18.2.2	Generate product ideas (PM:128) (SP)
5.2.1	Explain ethical considerations in providing information (EI:038) (SP)
5.2.2	Persuade others (EI:012) (SP)
2.3.8	Write persuasive messages (CO:031) (SP)
2.1.3	Defend ideas objectively (CO:061) (CS)
3.2.1	Handle difficult customers (CR:009, CR LAP 3) (CS)
3.2.2	Handle customer/client complaints (CR:010) (CS)
3.3.1	Identify company's brand promise (CR:001) (CS)
2.2.1	Utilize note-taking strategies (CO:085) (CS)
2.2.2	Organize information (CO:086) (CS)

Quarter 2

Student Competencies

20.2.1	Acquire product information for use in selling (SE:062) (CS)
2.2.3	Select and use appropriate graphic aids (CO:087) (CS)
20.2.2	Explain the use of brand names in selling (SE:019) (CS)
5.2.3	Demonstrate negotiation skills (EI:062, LAP-EI-008) (SP)
7.7.2	Describe the nature of budgets (FI:106, LAP-FI-003) (SP)
20.2.3	Differentiate between consumer and organizational buying behavior (SE:112) (SP)
20.2.4	Identify emerging trends for use in selling (SE:404) (SP)
20.3.1	Explain the selling process (SE:048, SE LAP 126) (CS)
3.1.3	Develop rapport with customers (CR:029) (CS)
3.4.1	Discuss the nature of customer relationship management (CR:016, LAP-CR-002) (SP)
3.4.2	Explain the role of ethics in customer relationship management (CR:017) (SP)
3.4.3	Describe the use of technology in customer relationship management (CR:018) (SP)

	18.3.2	Describe the nature of product bundling (PM:041) (SP)
	18.4.4	Describe factors used by businesses to position corporate brands (PM:207) (SP)
	14.2.1	Coordinate channel management with other marketing activities (CM:007) (SP)
	14.2.2	Explain the nature of channel-member relationships (CM:008) (SP)
	20.3.2	Discuss motivational theories that impact buying behavior (SE:359) (SP)
	20.7.3	Prospect for customers (SE:001, LAP-SE-116) (SP)
	20.7.4	Conduct preliminary customer/client qualification (SE:400) (SP)
	20.7.5	Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings) (SE:369) (SP)
	20.7.6	Book appointments with prospective clients (SE:366) (SP)
	20.7.7	Prepare sales presentation (SE:067) (SP)
	20.5.5	Respond appropriately to prospect's individual personality type (SE:810, LAP-SE-112) (SP)
	20.5.2	Establish relationship with client/customer (SE:110) (CS)
	20.5.3	Determine customer/client needs (SE:111) (CS)
	20.5.4	Recommend specific product (SE:114, SE LAP 111) (CS)
	20.6.6	Calculate miscellaneous charges for retail sales (SE:116) (CS)
	20.6.1	Process special orders for retail sales (SE:009) (CS)
	20.6.2	Process retail telephone orders (SE:835) (CS)
	11.6.8	Describe types of purchase orders (OP:250) (CS)
	18.1.1	Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)
	18.1.2	Identify the impact of product life cycles on marketing decisions (PM:024) (SP)
	18.1.3	Describe the use of technology in the product/service management functions (PM:039) (SP)
	18.3.1	Explain the concept of product mix (PM:003, PM LAP 3) (SP)
	18.4.5	Describe factors used by marketers to position products/services (PM:042) (SP)
	18.4.6	Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)
	18.4.3	Explain the nature of corporate branding (PM:206, PM LAP 10) (SP)
	17.1.1	Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)
		Semester Exam
Quarter 3		
Student Competencies		
	20.5.6	Determine prospect's buying motives for use in selling (SE:883, LAP-SE-109) (SP)
	20.5.7	Facilitate prospect's buying decisions (SE:811, LAP-SE-108) (SP)
	20.5.8	Assess prospect's needs in relation to product offering (SE:113) (SP)
	20.5.10	Demonstrate product solution for prospect's needs (SE:893) (SP)
	20.5.9	Propose solution to prospect's needs/challenges (sales talk, sales proposal presentation) (SE:115) (SP)
	20.5.11	Convert customer/client objections into selling points (SE:874, LAP-SE-100) (SP)

	3.1.7	Interpret business policies to customers/clients (CR:007) (CS)
	20.5.12	Close the sale (SE:895, LAP-SE-107) (SP)
	20.5.13	Demonstrate suggestion selling (SE:875, LAP-SE-110) (SP)
	20.5.14	Negotiate sales terms/agreement (SE:392) (SP)
	20.5.1	Maintain sales standards (SE:387) (SP)
	20.5.15	Sell good/service/idea to individuals (SE:046) (SP)
	20.5.16	Sell good/service/idea to groups (SE:073) (SP)
	20.6.3	Process retail sales documentation (SE:117) (SP)
	2.3.9	Prepare simple written reports (CO:094) (SP)
	19.3.1	Explain the components of advertisements (PR:014) (SP)
	19.3.2	Explain the importance of coordinating elements in advertisements (PR:251) (SP)
	19.4.1	Identify types of public-relations activities (PR:252) (SP)
	19.4.2	Discuss internal and external audiences for public-relations activities (PR:253) (SP)
	15.1.1	Describe the need for marketing data (IM:012, LAP-IM-012) (CS)
	14.1.1	Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)
	14.1.2	Explain the relationship between customer service and channel management (CM:002) (CS)
	14.1.3	Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS)
	14.1.4	Describe the use of technology in the channel management function (CM:004) (CS)
	14.1.5	Explain legal considerations in channel management (CM:005) (SP)
	2.3.6	Write informational messages (CO:039) (CS)
	19.1.1	Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)
	19.1.2	Explain the types of promotion (PR:002, PR LAP 4) (CS)
	19.1.3	Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)
	19.1.4	Describe the use of business ethics in promotion (PR:099) (SP)
	19.1.5	Describe the use of technology in the promotion function (PR:100) (SP)
	19.1.6	Describe the regulation of promotion (PR:101) (SP)
	19.2.1	Explain types of advertising media (PR:007, PR LAP 3) (SP)
	19.2.2	Describe word of mouth channels used to communicate with targeted audiences (PR:247) (SP)
	19.2.3	Explain the nature of direct marketing channels (PR:089) (SP)
	19.2.4	Identify communications channels used in sales promotion (PR:249) (SP)
	19.2.5	Explain communications channels used in public-relations activities (PR:250) (SP)
	2.3.7	Write inquiries (CO:040) (CS)
Quarter 4		
		Student Competencies
	19.10.2	Explain the nature of a promotional plan (PR:073) (SP)
	19.10.3	Coordinate activities in the promotional mix (PR:076) (SP)

	2.3.10	Write executive summaries (CO:091) (SP)
	4.5.4	Explain the impact of the law of diminishing returns (EC:023) (SP)
	4.6.3	Describe the economic impact of inflation on business (EC:083, LAP-EC-028) (SP)
	4.6.2	Explain the concept of Gross Domestic Product (GDP) (EC:017, LAP-EC-001) (SP)
	4.6.4	Discuss the impact of a nation's unemployment rates (EC:082, LAP-EC-029) (SP)
	4.6.5	Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
	4.6.6	Determine the impact of business cycles on business activities (EC:018, LAP-EC-009) (SP)
	4.7.1	Explain the nature of global trade (EC:016, LAP-EC-004) (SP)
	4.7.2	Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, LAP-EC-030)(SP)
	4.7.3	Discuss the impact of cultural and social environments on global trade (EC:045, LAP-EC-024) (SP)
	20.1.3	Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
	20.1.5	Explain legal and ethical considerations in selling (SE:106, SE LAP 129) (SP)
	20.1.6	Describe the use of technology in the selling function (SE:107) (SP)
	20.1.7	Describe the nature of selling regulations (SE:108) (SP)
		Course Assessment
		Final Exam