

**PROGRAM CONCENTRATION: Marketing, Sales & Service**  
**CAREER PATHWAY: Marketing & Management**  
**COURSE TITLE: Advanced Marketing**

**PREREQUISITE: Marketing Principles is the foundational course recommended for all pathways in Marketing, Sales & Service.**

**COURSE DESCRIPTION:** Advanced Marketing builds on the principles and concepts taught in Marketing Principles. Students assume a managerial perspective in applying economic principles in marketing, analyzing operations needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also deals with global marketing in that students analyze marketing strategies employed in the U.S. versus those employed in other countries.

In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is highly advantageous for students to participate in a school-based enterprise where available.

## **APPLYING ECONOMICS IN MARKETING**

**MKT-AM-1 Utilize social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.**

- a. Determine the effects of productivity on a global society.
- b. Contrast the characteristics of each phase of the business cycle and its impact on marketing.
- c. Relate business risks to marketing functions.
- d. Explain how businesses deal with various types of risk.
- e. Compare/contrast buyers' and sellers' markets.
- f. Determine opportunities and issues in international trade.
- g. Determine the effects of culture on international communication.
- h. Explain how international trade affects the economic interdependence of nations.
- i. Analyze international trading trends in marketing.
- j. Describe trends in international marketing.
- k. Analyze import and export laws in relation to buying and selling products in an international market.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*SSEF2 The student will give examples of how rational decision making entails comparing the marginal benefits and the marginal costs of an action.*

*SSEF4 The student will compare and contrast different economic systems and explain how they answer the three basic economic questions of what to product, how to produce and for whom to produce.*

*SSEF5 The student will describe the roles of government in a market economy.*

*SSEMA1 The student will illustrate the means by which economic activity is measured.*

*SSEIN1 The student will explain why individuals, businesses, and governments trade goods and services.*

*SSEMA5 The student will explain why countries sometimes erect trade barriers and sometimes advocate free trade.*

**EXAMINING DISTRIBUTION**

**MKT-AM-2 Utilize distribution knowledge and skill to manage supply-chain activities.**

- a. Compare and contrast common shipping methods.
- b. Identify and contrast various types of wholesale buying practices.
- c. Compare inventory control systems.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*SSEMA1 The student will illustrate the means by which economic activity is measured.*

**EXAMINING FINANCE**

**MKT-AM-3 Evaluate financial systems to enhance their impact on business and marketing operations and decisions.**

- a. Analyze legal considerations in granting credit.
- b. Critique rationales for finance and credit policies.
- c. Compare credit options available to businesses.
- d. Analyze profit standards for industries.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*SSEMI2 The student will explain how the Law of Demand, the Law of Supply, prices and profits work to determine production and distribution in a market economy.*

*SSEPF4 The student will evaluate the costs and benefits of using credit.*

**MANAGING MARKETING INFORMATION**

**MKT-AM-4 Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.**

- a. Analyze the nature of sales forecasts.
- b. Evaluate the elements of test marketing and the use of findings.
- c. Compare the advantages and disadvantages of various research approaches.
- d. Analyze data for the existence of statistical patterns.
- e. Explain the role of ethics in marketing research.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*SSEMA6 The student will explain how changes in exchange rates can impact the purchasing power of individuals in the United States and in other countries.*

*MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.*

*MM2D1. Using sample data, students will make informal inferences about population means and standard deviations.*

## **PRICING PRODUCTS AND SERVICES**

**MKT-AM-5 Utilize pricing strategies to maximize return and meet customers' perceptions of value.**

- a. Identify the psychological effects of pricing.
- b. Analyze factors affecting the selling price.
- c. Determine markups, markdowns, and break-even points.
- d. Compare and contrast exchange rates for foreign currency.
- e. Describe the role of ethics in pricing.

### ***Academic Standards:***

*ELA12W3 The student uses research and technology to support writing.*

*SCSh3 Students will identify and investigate problems scientifically.*

*SCSh4 Students will use tools and instruments for observing, measuring, and manipulating scientific equipment and materials.*

*SCh6 Students will communicate scientific investigations and information clearly.*

*MM2D1. Using sample data, students will make informal inferences about population means and standard deviations.*

## **EXAMINING MARKETING AND BUSINESS**

**MKT-AM-6 Examine marketing activities and related legal considerations to facilitate business development and growth.**

- a. Apply the components of the marketing mix.
- b. Defend the importance of market identification and segmentation to the success of the marketing business.
- c. Analyze the components of a marketing plan.
- d. Analyze current trends in marketing.
- e. Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.
- f. Determine the impact of environmental protection laws of marketing.
- g. Determine unfair business practices.
- h. Analyze the impact of employee theft.
- i. Critique consumer protection laws and agencies.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.*

*SSEF5 Students will describe the roles of government in a market economy.*

**DEVELOPING PRODUCT/SERVICE PLANNING SKILLS**

**MKT-AM-7 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.**

- a. Determine factors that affect product/service planning strategies.
- b. Evaluate product mix strategies.
- c. Examine the phases of the product life cycle.
- d. Analyze the factors affecting product/service planning.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*SSEF3 The student will explain how specialization and voluntary exchange between buyers and sellers increase the satisfaction of both parties.*

**PURCHASING PRODUCTS AND SERVICES**

**MKT-AM-8 Utilize purchasing and pricing strategies to maximize return and meet customers' perceptions of value.**

- a. Explain the nature of purchasing for resale.
- b. Determine what goods and/or services to buy and when to buy.
- c. Determine open-to-buy in the buying process.
- d. Outline the steps in a buying plan.
- e. Describe key aspects utilized when selecting vendors.

**Academic Standards:**

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*ELA12LSV2 The student formulates reasoned judgments about written and oral communication in various media genres.*

## **SELLING PRODUCTS AND SERVICES**

**MKT-AM-9 Utilize sales knowledge and skill to determine client needs and wants and to respond through planned, personalized marketing communications.**

- a. Discuss buying motives as the basis for sales presentations.
- b. Explain key factors in building a clientele.
- c. Explain the uses of a prospect list.
- d. Describe techniques used to probe for information in a sales presentation.
- e. Describe appropriate follow-up techniques.
- f. Explain sales quotas.
- g. Explain the principles of territory management.
- h. Develop and conduct a sales meeting as a team project.
- i. Examine the motivational aspects of sales contests.

### ***Academic Standards:***

*ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.*

## **PROMOTING PRODUCTS AND SERVICES**

**MKT-AM-10 Utilize promotional knowledge and skill for communication information to achieve a desired marketing outcome.**

- a. Examine the concept of promotional mix.
- b. Compare the benefits of various types of promotional media, including direct marketing and telemarketing.
- c. Evaluate media costs.

### ***Academic Standards:***

*ELA11W1 The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.*

*MM2P1 The student will solve problems (using appropriate technology).*

*MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.*

## **ENHANCING COMMUNICATION SKILLS**

### **MKT-AM-11 Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.**

- a. Discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.
- b. Describe the use of journals and periodicals as resources for professional development.
- c. Examine the use of telecommunications to conduct business with customers and vendors.
- d. List the steps necessary to prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, and sales report as a team project.
- e. Outline the steps necessary to prepare an electronic presentation for promotional use in the community as a team project.
- f. Analyze trade journals and periodicals as resources for professional development.
- g. Define methods of telecommunications that may be used to conduct business with customers and vendors.

#### ***Academic Standards:***

*ELA11C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.*

*ELA12LSV2 The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.*

*ELA12W3 The student uses research and technology to support writing.*

### **CTAE Foundation Skills**

The Foundation Skills for Career, Technical and Agricultural Education (CTAE) are critical competencies that students pursuing any career pathway should exhibit to be successful. As core standards for all career pathways in all program concentrations, these skills link career, technical and agricultural education to the state's academic performance standards.

The CTAE Foundation Skills are aligned to the foundation of the U. S. Department of Education's 16 Career Clusters. Endorsed by the National Career Technical Education Foundation (NCTEF) and the National Association of State Directors of Career Technical Education Consortium (NASDCTEc), the foundation skills were developed from an analysis of all pathways in the sixteen occupational areas. These standards were identified and validated by a national advisory group of employers, secondary and postsecondary educators, labor associations, and other stakeholders. The Knowledge and Skills provide learners a broad foundation for managing lifelong learning and career transitions in a rapidly changing economy.

**CTAE-FS-1 Technical Skills:** Learners achieve technical content skills necessary to pursue the full range of careers for all pathways in the program concentration.

**CTAE-FS-2 Academic Foundations:** Learners achieve state academic standards at or above grade level.

**CTAE-FS-3 Communications:** Learners use various communication skills in expressing and interpreting information.

**CTAE-FS-4 Problem Solving and Critical Thinking:** Learners define and solve problems, and use problem-solving and improvement methods and tools.

**CTAE-FS-5 Information Technology Applications:** Learners use multiple information technology devices to access, organize, process, transmit, and communicate information.

**CTAE-FS-6 Systems:** Learners understand a variety of organizational structures and functions.

**CTAE-FS-7 Safety, Health and Environment:** Learners employ safety, health and environmental management systems in corporations and comprehend their importance to organizational performance and regulatory compliance.

**CTAE-FS-8 Leadership and Teamwork:** Learners apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.

**CTAE-FS-9 Ethics and Legal Responsibilities:** Learners commit to work ethics, behavior, and legal responsibilities in the workplace.

**CTAE-FS-10 Career Development:** Learners plan and manage academic-career plans and employment relations.

**CTAE-FS-11 Entrepreneurship:** Learners demonstrate understanding of concepts, processes, and behaviors associated with successful entrepreneurial performance.