

INTRODUCTION TO MARKETING

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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INTRODUCTION TO MARKETING

Grade Levels: 9, 10
Course Code: 492630

Prerequisite: Tech Prep Foundation

Course Description: Introduction to Marketing is a one-semester course designed to provide students with a basic understanding of marketing and its role in society. Instruction will focus on how marketing impacts businesses, helps people, and benefits society. Students will examine career opportunities in marketing and explore the interpersonal and communication skills needed for success in marketing careers. The course will include the history and development of marketing in a global economy. Students enrolled in the Introduction to Marketing class will have access to the student organization known as DECA, an association of marketing students.

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Unit 1: Discovering the Importance of Marketing

Hours: 10

Terminology: Bartering, Consumers, Customers, E-commerce, Ethics, Exchange, Goods, Market, Marketing, Services

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3] Applies/Understands technical words that pertain to the importance of marketing [1.3.6]	
1.2 Explain the importance of marketing	1.2.1 Compare effective and ineffective marketing	Foundation Personal Management Thinking	Reading Writing Career Awareness, Development, and Mobility Reasoning	Draws conclusions from what is read [1.3.12] Analyzes data, summarizes results, and makes conclusions [1.6.2] Analyzes own knowledge, skills, and ability [3.1.2] Determines which conclusions are correct when given a set of facts and a set of conclusions [4.5.3]	
1.3 Explain business ethics	1.3.1 Analyze ethical issues in marketing	Foundation Personal Management	Reading Writing Integrity/Honesty/Work Ethic	Applies information to new situations [1.3.5] Analyzes data, summarizes results, and makes conclusions [1.6.2] Chooses ethical course of action [3.2.1]	
1.4 Identify the benefits of marketing		Foundation	Listening	Comprehends ideas and concepts related to the benefits of marketing [1.2.1]	
1.5 Distinguish between goods and services		Foundation	Reading	Comprehends written information for main ideas [1.3.7]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
1.6	Explain the functions involved in marketing	1.6.1	Compare and contrast the marketing functions	Foundation	Reading	Draws conclusions from what is read [1.3.12]
				Thinking	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
					Reasoning	Determines which conclusions are correct when given a set of facts and a set of conclusions [4.5.3]
1.7	Explore the roles of technology and the Internet in marketing	1.7.1	Understand the roles of technology and the Internet in marketing	Foundation	Listening	Comprehends ideas and concepts related to the benefits of marketing [1.2.1]

Unit 2: Exploring the Benefits of DECA Membership

Hours: 10-15

Terminology: Competency-based competition, DECA, DECA creed, International Career Development Conference (ICDC), Leadership, Southern Region Leadership Conference, State Career Development Conference (SCDC), State DECA advisor, Teamwork

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS				
What the Student Should be Able to Do		What the Instruction Should Reinforce				
Knowledge	Application	Skill Group	Skill	Description		
2.1 Define terminology	2.1.1 Prepare a list of terms with definitions	Foundation	Listening	Comprehends ideas and concepts related to DECA membership [1.2.1]		
2.2 Explain benefits of DECA membership	2.2.1 Access state and national DECA Web sites	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.2]		
2.3 Explain leadership	2.3.1 Compare effective and ineffective leaders	Foundation	Reading	Draws conclusions from what is read [1.3.12]		
			Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]		
			Interpersonal	Cultural Diversity	Discusses contributions and innovations made by women and/or minority groups [2.2.2]	
2.4 List leadership opportunities for DECA members	2.4.1 Differentiate among the various leadership opportunities offered by DECA membership	Interpersonal	Teamwork	Demonstrates understanding, friendliness, adaptability, empathy, and politeness in new and ongoing group settings [2.6.3]		
			Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]	
			Personal Management	Self-esteem	Identifies personality assets [3.5.6]	
2.5 Explain DECA's competency-based competition	2.5.1 Participate in a mock DECA competition	Foundation	Speaking	Adapts presentation to audience [1.5.1]		
			Thinking	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
				Decision Making	Demonstrates decision-making skills [4.2.4]	
			Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]		

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.6 List the different types of DECA competition	2.6.1 Compare and contrast DECA's individual events, team events, chapter events, written events, and entrepreneurship events	Foundation	Reading Writing	Applies information and concepts derived from printed materials [1.3.3] Analyzes data, summarizes results, and makes conclusions [1.6.2]	
2.7 Explain state and international DECA competition	2.7.1 Discuss the requirements for state and national DECA competition	Foundation	Reading Speaking Writing	Applies information and concepts derived from printed materials [1.3.3] Communicates a thought, idea, or fact in spoken form [1.5.5] Analyzes data, summarizes results, and makes conclusions [1.6.2]	

Unit 3: An Introduction to Marketing

Hours: 25-30

Terminology: Demographics, Geographics, Marketing concept, Marketing mix, Market segmentation, Mass marketing, Psychographics, Target marketing

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terminology	3.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to marketing [1.3.6]	
3.2 Explain the importance of the marketing concept	3.2.1 Apply the marketing concept to a new product idea	Foundation	Writing	Presents own opinion in written form in a clear, concise manner [1.6.14]	
		Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
3.3 List the elements of the marketing mix	3.3.1 Develop a marketing mix for a product	Foundation	Writing	Presents own opinion in written form in a clear, concise manner [1.6.14]	
		Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
			Reasoning	Uses logic to draw conclusions from available information [4.5.6]	
3.4 Distinguish between mass marketing and market segmentation	3.4.1 Develop a mass marketing strategy	Foundation	Writing	Presents own opinion in written form in a clear, concise manner [1.6.14]	
	3.4.2 Develop a segmented marketing strategy	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]	
			Reasoning	Uses logic to draw conclusions from available information [4.5.6]	
3.5 List ways that markets can be segmented	3.5.1 Differentiate among the types of market segmentation	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.5]	
		Thinking	Reasoning	See relationship between two or more ideas, objects, or situations [4.5.5]	
3.6 Discuss current marketing trends	3.6.1 Analyze marketing trends	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.5]	

Unit 4: Special Skills Needed for Marketing Careers

Hours: 10-15

Terminology: Aptitude, Career, Career outlook, Dictionary of Occupational Titles (DOT), Internship, Lifestyle goals, Occupational Outlook Handbook, Values

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terminology	4.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to marketing careers [1.3.6]	
4.2 Identify current employment opportunities in marketing	4.2.1 Analyze current employment opportunities	Foundation	Reading	Applies information to new situations [1.3.5]	
		Personal Management	Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]	
		Thinking	Decision Making	Generates options/alternatives [4.2.6]	
4.3 Identify current employment trends and demands in marketing	4.3.1 Analyze trends in marketing employment	Foundation	Reading	Applies information to new situations [1.3.5]	
4.4 List the benefits of a personal inventory assessment	4.4.1 Complete a personal inventory assessment	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]	
		Foundation	Reading	Follows written directions [1.3.13]	
4.5 Identify a personal career goal	4.5.1 Assess qualifications for a personal career goal	Personal Management	Self-esteem	Identifies personality assets [3.5.6]	
		Thinking	Career Awareness, Development, and Mobility	Identifies education and training needed to achieve goals [3.1.8]	
4.6 List personal needs and wants	4.6.1 Match personal needs and wants with qualifications for a personal career goal	Thinking	Reasoning	Comprehends ideas and concepts related to personal career goals [4.5.2]	
		Personal Management	Career Awareness, Development, and Mobility	Meets defined goals and objects [3.1.9]	
4.7 Explain the educational requirements of marketing	4.7.1 Summarize the educational requirements for marketing careers	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
		Personal Management	Career Awareness, Development, and Mobility	Identifies education and training needed to achieve goals [3.1.8]	

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.8 List career research resources	4.8.1 Compare career resources	Foundation Personal Management	Reading Career Awareness, Development, and Mobility	Comprehends written information, and applies it to a task [1.3.8] Develops skills to locate, evaluate, and interpret career information [3.1.4] Explores career opportunities [3.1.6]
4.9 Identify short-term and long-term goals	4.9.1 Coordinate short-term goals with long-term goals	Foundation Personal Management	Reading Writing Career Awareness, Development, and Mobility	Comprehends written information, and applies it to a task [1.3.8] Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6] Identifies education and training needed to achieve goals [3.1.8]
4.10 Distinguish among planning goals, specific goals, and realistic goals	4.10.1 Evaluate planning goals, specific goals, and realistic goals	Foundation Personal Management	Reading Writing Career Awareness, Development, and Mobility	Comprehends written information, and applies it to a task [1.3.8] Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6] Identifies education and training needed to achieve goals [3.1.8]
4.11 Develop a plan to reach your career goals	4.11.1 Diagram the steps for reaching your career goals	Foundation Personal Management	Writing Career Awareness, Development, and Mobility	Organizes information in an appropriate format [1.6.10] Establishes and implements a plan of action [3.1.5]

Unit 5: Your Future in Marketing

Hours: 5-10

Terminology: Bonus, Cover letter, Follow-up, Fringe benefits, Job interview, Job lead, Letter of inquiry, Networking, Nonverbal communication, Private employment agencies, Public employment agencies, References, Résumé, Salary, Wage, Work permits

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to your future in marketing [1.3.6]	
5.2 Explain the importance of a résumé	5.2.1 Prepare a résumé	Foundation	Reading	Comprehends written specifications, and applies them to a task [1.3.9]	
		Personal Management	Writing	Adapts notes to a proper form [1.6.1]	
			Career Awareness, Development, and Mobility	Analyzes own knowledge, skills, and ability [3.1.2]	
5.3 Explain the purpose of a cover letter	5.3.1 Compose a cover letter	Foundation	Reading	Comprehends written specifications, and applies them to a task [1.3.9]	
		Personal Management	Writing	Adapts notes to a proper form [1.6.1]	
			Career Awareness, Development, and Mobility	Explores career opportunities [3.1.6]	
			Self-esteem	Creates a positive self-image by selling self in letter of application [3.5.2]	

5.4	Explain the purpose of a letter of inquiry	5.4.1	Compose a letter of inquiry	Foundation Personal Management	Reading Writing Career Awareness, Development, and Mobility	Comprehends written specifications, and applies them to a task [1.3.9] Adapts notes to a proper form [1.6.1] Explores career opportunities [3.1.6]
5.5	Identify employment leads from a variety of sources	5.5.1	Complete a traditional employment application form	Foundation	Reading	Comprehends written specifications, and applies them to a task [1.3.9]
		5.5.2	Complete an online employment application form		Writing	Completes form accurately [1.6.7]
5.6	Identify the standards of appearance and behavior	5.6.1	Model appropriate standards of appearance for an employment interview	Foundation Personal Management	Speaking Self-esteem	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11] Creates self-confidence and positive self-image through proper grooming [3.5.3]
5.7	Explain the importance of nonverbal communication in the employment interview	5.7.1	Demonstrate appropriate body language for an employment interview	Foundation Personal Management	Speaking Self-esteem	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11] Presents positive image of personal attitudes and abilities [3.5.7]
5.8	Explain the importance of the employment interview	5.8.1	Participate in mock employment interviews	Foundation Personal Management	Speaking Self-esteem	Speaks effectively, using appropriate eye contact, gestures, and posture [1.5.11] Presents positive image of personal attitudes and abilities [3.5.7]
5.9	Explain follow-up procedures	5.9.1	Compose a follow-up letter	Foundation Personal Management	Writing Integrity /Honesty/ Work Ethic	Uses language, style, organization, and format appropriate to subject matter, purpose, and audience [1.6.19] Chooses ethical course of action [3.2.1]
5.10	Discuss employment compensation	5.10.1	Calculate different methods of employment compensation	Foundation	Arithmetic/ Mathematics	Calculates dollar amounts [1.1.7]

5.11 Identify laws and regulations affecting employment	5.11.1 Create a chart of laws and regulations affecting employment	Foundation	Writing	Composes and creates document – letters, manuals, reports, proposals, graphs, flow charts [1.6.8]
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Glossary

Unit 1: Discovering the Importance of Marketing

1. Bartering – exchanging goods or services with others by agreeing on their value
2. Consumers – those people who actually use the good or service
3. Customers – people who buy goods and services
4. E-commerce – the exchange of goods, services, information, or other business through electronic means
5. Ethics – decisions and behavior based on honest and fair standards
6. Exchange – this takes place every time a good or service is sold in the marketplace
7. Goods – tangible things that can be bought and sold
8. Market – the prospective customers a business wants to serve and the location of those customers
9. Marketing – the creation and maintenance of exchange relationships
10. Services – intangible tasks of value that can be performed for a customer

Unit 2: Exploring the Benefits of DECA Membership

1. Competency-based competition – a series of events designed to evaluate a student's level of knowledge, skills, and abilities in a specific career path
2. DECA – an association of marketing students
3. DECA creed – a four-paragraph statement outlining the beliefs of DECA members
4. International Career Development Conference (ICDC) – the annual competition that includes all U.S. states, Canadian provinces, and delegates from other countries
5. Leadership – the ability to effectively manage and motivate the efforts of others
6. Southern Region Leadership Conference – the geographic conference that promotes motivation and builds leadership skills for DECA members
7. State Career Development Conference (SCDC) – the annual competition that includes all DECA chapters in Arkansas
8. State DECA advisor – the individual appointed to serve as the leader of the Arkansas DECA association
9. Teamwork – cooperative effort by the members of a team to achieve a common goal

Unit 3: An Introduction to Marketing

1. Demographics – the descriptive characteristics of the market, such as age, gender, race, income, and educational level
2. Geographics – dividing consumers into a market where they live
3. Marketing concept – a company's consumer orientation dedicated to satisfying customers' needs and wants in order to make a profit
4. Marketing mix – the four elements of marketing collectively known as the four *P*'s: product, price, place/distribution, and promotion
5. Market segmentation – a way of analyzing a market by specific characteristics in order to create a target market
6. Mass marketing – a marketing strategy aimed at a broad population of potential consumers rather than a narrow segment of the population
7. Psychographics – a way of segmenting a market according to people's interests and values
8. Target marketing – a clearly identified segment of the market to which a company wants to appeal

Unit 4: Special Skills Needed for Marketing Careers

1. Aptitude – an ability or a potential for learning a certain skill
2. Career – the area of business or the business function in which you plan to work
3. Career outlook – the availability of jobs in any field
4. Dictionary of Occupational Titles (DOT) – publication that describes about 20,000 jobs and their relationships with data, people, and things
5. Internship – student's direct work experience and exposure to various aspects of a career either with or without pay
6. Lifestyle goals – reflect your vision of how you see yourself living in the future
7. Occupational Outlook Handbook – U.S. Department of Labor publication that provides information on more than 200 occupations; updated every two years
8. Values – beliefs that guide the way people live

Unit 5: Your Future in Marketing

1. Bonus – special compensation paid to reward exceptional employment performance
2. Cover letter – a letter that introduces you and allows you to say why you can do a good job for the company
3. Follow-up – a short telephone call or letter sent a few days after an employment interview to thank the interviewer and restate your qualifications for an employment opening
4. Fringe benefits – nonmonetary forms of compensation that might include company paid insurance, paid vacation time, and special work environment facilities
5. Job interview – an opportunity to present yourself as the best applicant for an employment opening
6. Job lead – information about a possible job opening
7. Letter of inquiry – a letter written to determine whether a company has openings in a career area of your interest
8. Networking – finding contacts among people you know, including friends, family, former employers, and professional people you know personally
9. Nonverbal communication – expressing yourself through body language
10. Private employment agencies – these are not supported by tax dollars and must make a profit to stay in business
11. Public employment agencies – supported by state or federal taxes; offer free services to both job applicants and employers
12. References – people who know your work habits and personal traits well and will recommend you for the job
13. Résumé – a brief summary of personal information, skills, work experience, activities, and interests
14. Salary – compensation paid on a weekly, bi-weekly, or monthly basis regardless of hours worked
15. Wage – compensation paid on an hourly basis
16. Work permits – a legal document that you acquire from the state if you are under the age of 16 in order to be employed