Principles of Marketing provides a basic introduction to the scope and importance of marketing in the global economy. Emphasis is placed on oral and written communications, mathematical applications, problem solving, and critical thinking skills as they relate to advertising/promotion/selling, distribution, financing, marketing-information management, pricing, and product/service management.

- DOE Code: 5914
- Recommended Grade Level: 10, 11, 12
- Recommended Prerequisite: None
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum
- Counts as a Directed Elective or Elective for all diplomas

Dual Credit
This course provides the opportunity for dual credit for students who meet postsecondary requirements for earning dual credit and successfully complete the dual credit requirements of this course.

Application of Content and Multiple Hour Offerings
Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

Career and Technical Student Organizations (CTSOs)
Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards
Domain – Economics
Core Standard 1 Students establish the nature of marketing and how it functions in a marketing oriented economy and marketing’s role in the global economy.

Standards
PMK-1.1 Distinguish between economic goods and services
PMK-1.2 Investigate the concept of economic resources
PMK-1.3 Discuss the concepts of economies and economic activities
PMK-1.4 Analyze the role of business in society
PMK-1.5 Critique marketing and its importance in a global economy
PMK-1.6 Explain the nature of global trade
Core Standard 2 Students apply and adapt the importance of the marketing concept to the competitive market.

Standards
PMK-2.1 Connect factors affecting a business’s profit
PMK-2.2 Assess factors affecting business risk
PMK-2.3 Explain the concept of competition

Domain – Marketing Strategies
Core Standard 3 Students integrate positive relationships with customers in order to enhance company image.

Standards
PMK-3.1 Determine strategy, image and position
PMK-3.2 Identify company’s brand promise
PMK-3.3 Determine ways of reinforcing the company’s image through employee performance
PMK-3.4 Demonstrate a customer-service mindset
PMK-3.5 Recognize and respond to customer inquiries
PMK-3.6 Solve conflicts with/for customers to encourage repeat business

Domain – Product/Service Management
Core Standard 4 Students establish a foundational knowledge of product/service management to understand its nature and scope.

Standards
PMK-4.1 Apply the nature and scope of the product/service management function
PMK-4.2 Identify the impact of product life cycles on marketing decisions
PMK-4.3 Define business ethics in product/service management
PMK-4.4 Use product information to identify the product features and benefits

Domain – Promotion
Core Standard 5 Students establish a foundational knowledge of promotion to understand its nature and scope.

Standards
PMK-5.1 Explain the role of promotion as a marketing function
PMK-5.2 Compare and contrast the types of promotion
PMK-5.3 Identify the elements of the promotional mix
PMK-5.4 Describe the use of business ethics in promotion

Core Standard 6 Students evaluate promotional channels used to communicate with targeted audiences.

Standards
PMK-6.1 Differentiate types of advertising media, both traditional and electronic
PMK-6.2 Use word-of-mouth channels used to communicate with targeted audiences
PMK-6.3 Explain the nature of direct marketing channels
PMK-6.4 Identify communications channels used in sales promotion
PMK-6.5 Explain communications channels used in public-relations activities
Domain – Pricing  
**Core Standard 7** Students connect the strategy dimensions of price as it relates to setting pricing objectives and policies.

**Standards**
- PMK-7.1 Recognize and explain the nature and scope of the pricing function
- PMK-7.2 Describe the role of business ethics in pricing
- PMK-7.3 Investigate the use of technology in pricing function
- PMK-7.4 Explain legal considerations for pricing
- PMK-7.5 Critique factors affecting pricing decisions

Domain – Distribution/Channel Management  
**Core Standard 8** Students establish foundational knowledge of channel management to understand its role in marketing.

**Standards**
- PMK-8.1 Recognize and explain the nature and scope of channel management
- PMK-8.2 Review the relationship between customer service and channel management
- PMK-8.3 Identify the nature of channels of distribution
- PMK-8.4 Assess relationship between channels of distribution to time, place, and possession utility
- PMK-8.5 Explain legal considerations in channel management
- PMK-8.6 Describe ethical considerations in channel management

Domain – Marketing Information Management  
**Core Standard 9** Students establish foundational knowledge of marketing-information management to understand its nature and scope.

**Standards**
- PMK-9.1 Analyze the need for marketing information
- PMK-9.2 Identify information monitored for marketing decision making
- PMK-9.3 Investigate the nature and scope of the marketing information management function
- PMK-9.4 Explain the role of ethics in marketing-information management
- PMK-9.5 Examine the regulation of marketing-information management

Domain – Market Planning  
**Core Standard 10** Students synthesize marketing-research activities to show command of their nature and scope.

**Standards**
- PMK-10.1 Investigate the nature of marketing research
- PMK-10.2 Recognize and explain the nature of marketing research problems/issues

**Core Standard 11** Students integrate marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

**Standards**
- PMK-11.1 Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual)
PMK-11.2 Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research)
PMK-11.3 Discuss the nature of sampling plans (i.e. who, how many, how chosen)

**Core Standard 12** Students analyze data-collection methods to evaluate their appropriateness for the research problem/issue.

**Standards**

PMK-12.1 Identify data-collection methods
PMK-12.2 Diagnose characteristics of effective data-collection instruments

**Core Standard 13** Students connect marketing-information to develop a marketing plan

**Standards**

PMK-13.1 Differentiate the concept of market and market identification

**Domain – Selling**

**Core Standard 14** Students establish a foundational knowledge of selling to understand its nature and scope.

**Standards**

PMK-14.1 Define the nature and scope of selling
PMK-14.2 Assess the key factors of building a clientele and the role of customer service in selling
PMK-14.3 Differentiate company selling policies from selling regulations
PMK-14.4 Apply and adapt the ethics of selling
PMK-14.5 Review the use of technology in selling

**Core Standard 15** Students integrate sales processes and techniques to enhance customer relationships and increase sales.

**Standards**

PMK-15.1 Make and support data-driven decisions using the sales processes and techniques
PMK-15.2 Define motivational theories that effect buying behavior