Indiana Department of Education
Academic Standards Course Framework

# PRINCIPLES OF MARKETING

*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: 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 explain 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 it's 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