

## STRATEGIC MARKETING

*Strategic Marketing* builds upon the foundations of marketing and applies the functions of marketing at an advanced level. Students will study the basic principles of consumer behavior and examine the application of theories from psychology, social psychology and economics. The relationship between consumer behavior and marketing activities are reviewed.

- DOE Code: 5918
- Recommended Grade Level: 12
- Recommended Prerequisite: Principles of Business Management
- Required Prerequisite: Principles of Marketing
- Credits: 2 semester course, 2 semesters required, 1-2 credits per semester, 4 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. When a course is offered for multiple hours per semester, the amount of laboratory application or work-based learning needs to be increased proportionally.

### 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 – Consumer Behavior

**Core Standard 1** Students analyze and discuss consumer behavior as a strategy of marketing.

#### Standards

- STM-1.1 Describe consumer behavior and identify its effect on everyday life
- STM-1.2 Identify the components of a market analysis as related to consumer behavior
- STM-1.3 Recognize and explain the concept of the marketing mix on consumer behavior

**Core Standard 2** Students connect the decision-making process to the effects of situational influences on consumption behavior.

**Standards**

- STM-2.1 Investigate the consumer decision-making process in relation to consumer buying habits
- STM-2.2 Define the categories/types of situations (communications, purchase, use, and disposition)
- STM-2.3 Identify the situational characteristics that influence consumer behavior (physical surroundings, social surroundings, temporal perspectives, task definition, and antecedent states)

**Domain – External Influences**

**Core Standard 3** Students establish how the changing American Society influences consumers to understand the external factors of consumer behavior.

**Standards**

- STM-3.1 Understand the underlying value shifts in order to predict and explain current and future consumer behavior
- STM-3.2 Justify market segmentation based on demographics and social stratification
- STM-3.3 Identify the characteristics of cultures and the marketing strategy implementations of sub-cultures in our society
- STM-3.4 Analyze the nature and importance of families and households in contemporary American society, the households life cycle and consumer socialization
- STM-3.5 Review the impact the social media revolution has had on consumer behavior

**Domain – Internal Influences**

**Core Standard 4** Students establish how the internal factors of consumer behavior influences the changing self.

**Standards**

- STM-4.1 Recognize and explain the nature of perception and the many factors influencing it
- STM-4.2 Understand the principles and theories of learning and memory and their impact on product positioning and brand image
- STM-4.3 Establish the relationship between personality and emotion on consumer involvement and buying motives
- STM-4.4 Understand the effects marketing strategies have on influencing consumer attitudes
- STM-4.5 Assess the self-concept and discuss the meaning of lifestyle and its role in developing marketing strategies

**Domain – Regulation and Ethics**

**Core Standard 5** Students connect regulations and ethics related to consumer behavior in order to market product legally and ethically.

**Standards**

- STM-5.1 Recognize and explain various marketing regulations and the regulating organizations
- STM-5.2 Analyze ethically decision-making in consumer behavior
- STM-5.3 Investigate the negative aspects of consumer behavior, including but not limited to addictions, compulsive behavior, deceptive advertising, and product misuse