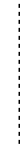


Marketing Management
Program of Study
Marketing Career Cluster



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STANDARDS	STUDENT EDITION PAGE REFERENCES
<p>2. Describe each marketing core function (i.e., channel management, marketing information management, market planning, pricing, product service management, promotion, and selling) and supply examples of how each of these functions support the marketing concept.</p>	<p>Student Edition: 8-10 DECA Connection Role Play 27 Discovery Project 5</p>
<p>3. Examine the marketing mix; select a product or service and construct a visual representation with details and examples illustrating each of WKH IRXU 3¶V SURGXFW SO (promotion) of that particular product or service.</p>	<p>Student Edition: 20-23, 24, 32 After You Read 41 #3 Discovery Project 29 Review and Activities 25 #9</p>
<p>4. Analyze the elements of a marketing plan and retrieve sample templates or exemplars from real companies (use local sources or Internet searches of prominent businesses). Discuss common elements of each marketing plan and</p>	

8. Explain the concept of economy, delineating between micro and macroeconomic principles, and discuss how scarcity and factors of production require nations to make economic choices. Compare and contrast how the various economic systems (traditional, market, command, mixed) try to answer the questions:
 3: KDW WR SURGXFH" +RZ WR
 ZKRP WR SURGXFH" ' Student Edition:
 61-69, 71

14. Explain the role of government in the private enterprise system. Identify federal regulatory agencies and laws that protect workers. Cite textual evidence from news media or textbook(s) to support an

STANDARDS	STUDENT EDITION PAGE REFERENCES
<p>19. &LWH H[DPSOHV RIKRZ UHW and distribution channels in other countries differ from those in the United States. Determine how recent technological advancements have impacted the operations of warehouses and distribution centers and illustrate the challenges that still exist in developing countries.</p>	<p>Student Edition: 505, 507, 526-529 DECA Connection Role Play 511, 533 Review and Activities 510 #10, #14, #15, 532 #14</p>
<p>20. Explain feature/benefit selling. Break down a selected product into the features and benefits most likely to resonate with a target population, and translate five product features into five customer benefits.</p>	<p>Student Edition: 299-302 After You Read 305 #4 DECA Connection Role Play 317 Review and Activities 317 #14</p>
<p>21. Identify and distinguish between high touch versus low touch selling, conversational marketing, and drip marketing. Select a local business and investigate how they approach these sales techniques.</p>	<p>The following pages can be used to meet this standard. Student Edition: 49, 277-279, 285-286, 441, 444-445, 448 After You Read 289 #1, 451 #3 Review and Activities</p>



STANDARDS	STUDENT EDITION PAGE REFERENCES
<p>30. Using suitable strategies from the promotional mix, create a product promotional campaign for a local business and or student organization that includes the following steps: a. Establish objectives b. Identify the target market c. Design the theme and promotional message d. Select promotional activities, to include plans for promotion through different forms of social media, and provide timeline e. Allocate budget amounts f. Measure results</p>	<p>Student Edition: 396-403 DECA Connection Role Play 415, 437, 463 Discovery Project 393, 439, 465 Figure 17.2 400 Marketing Internship Project 390, 486-487</p>
<p>31. Research the elements of visual merchandising and explain how artistic elements function in a display design. Illustrate how proper and creative use of visual merchandising can drive sales, citing successful examples.</p>	<p>Student Edition: 419-425, 427-433 After You Read 425 #2-#3, 433 #3 DECA Connection Role Play 437 Discovery Project 417 Review and Activities 435 #8</p>
<p>32. Identify career opportunities in marketing. Using real-time labor market data, research opportunities for job growth in the field. Take a career interest inventory to assess goals and aptitudes, and develop a career plan based on the results.</p>	<p>Student Edition: 873-881, 883-885, 893-897 After You Read 783 #4, 885 #2-#3 DECA Connection Role Play 889 Discovery Project 275, 777, 871, 891 Review and Activities 888 #14-#15</p>
<p>33. Using online employment resources, conduct a job search for a marketing position. Choose two postings and create a Venn diagram illustrating the unique qualifications for each job as well as the common qualifications between them.</p>	<p>Student Edition: 883-885, 894 DECA Connection Role Play 889 Marketing Case Study (Create) 895 Review and Activities 888 #13-#15</p>
<p>34. In preparation for a future career in marketing, sales, advertising, or promotion, develop a professional digital portfolio that can be presented to prospective employers. Content artifacts may include cover letter, resume with technical skills attained, certifications, awards, community service projects, membership in professional organizations, follow-up letter, and samples of project work.</p>	<p>Student Edition: 899-909 Career Skills Handbook 916-920 DECA Connection Role Play 913 Discovery Project 871, 891 Marketing Internship Project 914-915 My Marketing Portfolio 55, 107, 159, 271, 389, 487, 579, 649, 701, 773, 867, 915 Review and Activities 912 #12</p>

STANDARDS	STUDENT EDITION PAGE REFERENCES
<p>35. Participate in a mock interview with local business partners, mentors, and or through participation in a student organization event. Prior to the interview, prepare a paper that includes the following: tips on dress and grooming, most commonly asked interview questions, appropriate conduct during an interview, and recommended follow-up procedures.</p>	<p>Student Edition: 904-908 Career Skills Handbook 920-922 DECA Connection Role Play 913 Review and Activities 911 #6-#8, 912 #10</p>