

Year 1 Marketing Principles, Semester 1

Orientation		
What is the course about?	Explain the goals of the <i>Marketing Principles</i> course Describe classroom operations and procedures Discuss the goals, mission, and objectives of related career and technology student organizations	2 days
Unit 1: Marketing Basics		
What is marketing?	LAP MK 901 Have It Your Way MK:001 Explain marketing and its importance in a global economy (CS)	3 days
What are the marketing functions?	LAP MK 2 Work the Big Six MK:002 Describe marketing functions and related activities (CS)	3 days
What careers are available in marketing?	LAP PD 24 Career Opportunities PD:024 Explain employment opportunities in marketing (CS)	2 days
Unit 2: Market Planning		
What do marketers plan?	LAP MP 1 Pick the Mix MP:001 Explain the concept of marketing strategies (CS) LAP MP 3 Have We Met MP:003 Explain the concept of market and market identification (CS)	5 days
Unit 3: Product/Service Management		
What is product/service management?	LAP PM 1 Serving Up Products PM:001 Explain the nature and scope of the product/service management function (SP) LAP PM 24 Get a Life PM:024 Identify the impact of product life cycles on marketing decisions (SP)	5 days

How do marketers assure customers of the quality of their products/services?	LAP PM 19 Raise the Bar PM:019 Describe the uses of grades and standards in marketing (CS) LAP PM 920 Promises, Promises PM:020 Explain warranties and guarantees (CS) LAP PM 917 Protect and Serve PM:017 Identify consumer protection provisions of appropriate agencies (SP)	8 days
Unit 4: Product/Service Management (cont'd)		
How do businesses generate innovative and creative product or service ideas?	LAP PD 126 Ideas In Action PD:126 Explain the need for innovation skill (CS) LAP PD 17 Weigh Your Options PD:017 Make decisions (CS)	7 days
Unit 5: Channel Management		
What is channel management?	LAP CM 1 Chart Your Channels CM:001 Explain the nature and scope of channel management (CS) LAP CM 3 Channel It CM:003 Explain the nature of channels of distribution (CS)	5 days
Unit 6: Pricing		
How do marketers price their products?	LAP PI 1 The Price Is Right PI:001 Explain the nature and scope of the pricing function (SP) LAP PI 15 Pricing With Purpose PI:015 Describe the role of business ethics in pricing (SP) PI:016 Explain the use of technology in the pricing function (SP) PI:017 Explain legal considerations for pricing (SP) PI 902 Make Cents PI:002 Explain factors affecting pricing decisions (SP)	12 days

Unit 7: Promotion		
What do marketers promote?	LAP PR 901 Razzle Dazzle PR:001 Explain the role of promotion as a marketing function (CS) LAP PR 902 Know Your Options PR:002 Explain the types of promotion (i.e., institutional, product) (CS)	5 days
What are the elements of the promotional mix?	LAP PR 903 Spread the Word PR:003 Identify the elements of the promotional mix (SP) LAP PR 7 Ad-Quipping Your Business PR:007 Explain types of advertising media (SP) CO:031 Write persuasive messages (SP)	8 days
Unit 8: Marketing-Information Management		
Why do marketers need data?	LAP IM 12 Data Do It IM:012 Describe the need for marketing data (CS) LAP IM 184 Data Diving IM:184 Identify data monitored for marketing decision making (SP)	5 days
How do marketers collect and organize data?	LAP IM 1 Get the Facts Straight IM:001 Explain the nature and scope of the marketing-information management function (SP) LAP IM 10 Seek and Find IM:010 Explain the nature of marketing research (SP) CO:094 Prepare simple written reports (SP)	7 days

Year 1 Marketing Principles, Semester 2

Unit 9: Selling and Customer Service		
Why is customer service important in selling?	LAP SE 17 Sell Away SE:017 Explain the nature and scope of the selling function (CS) LAP PD 18 Go for the Goal PD:018 Set personal goals (CS) LAP SE 76 Go Beyond the Sale SE:076 Explain the role of customer service as a component of selling relationships (CS) LAP CR 4 Set Your Mind To It CR:004 Demonstrate a customer service mindset (CS) CR:005 Reinforce service orientation through communication (CS) CR:019 Adapt communication to the cultural and social differences among clients (CS) CR:029 Develop rapport with customers (CS) CR:006 Respond to customer inquiries (CS)	15 days

What should you do when things go wrong for a customer?	LAP SE 932 Sell Right SE:932 Explain company selling policies (CS) CR:007 Interpret business policies to customers/clients (CS) LAP PD 77 No Problem PD:077 Demonstrate problem-solving skills (CS) LAP CR 9 Making Mad Glad CR:009 Handle difficult customers (CS) LAP CR 10 Righting Wrongs CR:010 Handle customer/client complaints (CS) LAP CR 1 Share the Promise CR:001 Identify company's brand promise (CS) CR:002 Determine ways of reinforcing the company's image through employee performance (CS)	10 days
How and why do you represent your employer?		5 days
Unit 10: Selling and Customer Service (cont'd)		
What do you need to know about products that you sell?	LAP SE 62 Get Informed SE:062 Acquire product information for use in selling (CS) LAP SE 109 Find Features, Boost Benefits SE:109 Analyze product information to identify product features and benefits (SP)	5 days
What are the steps of the selling process?	LAP SE 48 Set Your Sells SE:048 Explain the selling process (CS)	3 days
What factors impact buying behavior?	LAP MK 14 Cause and Effect MK:014 Explain factors that influence customer/client/business buying behavior (SP)	2 days

Unit 11: Reaching Company Goals		
What can employees do to help a company reach its goals?	LAP MK 15 Act Now! MK:015 Discuss actions employees can take to achieve the company's desired results (SP) LAP MK 19 Just Do It...Right MK:019 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (SP)	5 days
Unit 12: Economics		
How are businesses organized?	EC:138 Describe types of business models (SP) (pp. 4-126—4-129) LAP EC 103 Designed to Work EC:103 Explain the organizational design of businesses (SP) LAP-EC-103 (pp. 4-130—4-131)	5 days
How can businesses enter foreign markets?	LAP EC 104 Stretch Your Boundaries EC:104 Discuss the global environment in which businesses operate (SP) LAP EC 916 Beyond US EC:016 Explain the nature of global trade (SP) EC:109 Discuss the impact of globalization on business (SP) LAP EC 45 On Top of the World EC:045 Discuss the impact of cultural and social environments on global trade (SP)	10 days

Unit 13: The Business Environment

What factors impact business operations?	LAP EC 105 What's Shakin' EC:105 Describe factors that affect the business environment (SP) LAP EC 106 On the Up and Up EC:106 Explain the nature of business ethics (SP) LAP EC 107 Keep the Change EC:107 Explain how organizations adapt to today's markets (SP) LAP EC 72 Pay Your Share EC:072 Describe the nature of taxes (SP) LAP EC 914 Divide and Conquer EC:014 Analyze impact of specialization/division of labor on productivity (SP) LAP EC 915 Get United EC:015 Explain the concept of organized labor and business (SP) LAP EC 23 Know Your Limits EC:023 Explain the impact of the law of diminishing returns (SP)	17 days
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