



Department of Teaching & Learning
Parent/Student Course Information

Marketing
(ME8120 & 8121)
One Year, One Credit
Grades 10, 11 or 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

Students examine activities in marketing and business important for success in marketing employment and post-secondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues and the impact of technology on the marketplace. This course reinforces mathematics, science, English and history/social science Standards of Learning (SOL). Computer/technology applications and DECA activities enhance the course.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

Enrollment for the Advanced Entrepreneurship & Innovation course should be based on student performance, teacher recommendation and parent input.

REQUIRED STUDENT TEXTBOOK

Marketing Essentials, 2016

COMPETENCIES FOR MARKETING

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

Examining All Aspects of an Industry

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.

- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

Examining Marketing and Business

- 34 Analyze the marketing concept and its historical development.
- 35 Explain the components of the marketing mix.
- 36 Explain the functions involved in marketing goods and services.
- 37 Describe trends in marketing.
- 38 Explain the different types of organizations (for-profit, non-profit, government).
- 39 Explain the nature of business activities.

Planning for Business Operations

- 40 Identify the parts of a business plan.
- 41 Identify the parts of a marketing plan.
- 42 Explain basic financial statements.

Communicating in the Workplace

- 43 Describe the communications process.
- 44 Demonstrate the effects of nonverbal communication on interactions with others.
- 45 Write various types of basic business communications.
- 46 Demonstrate telephone etiquette.
- 47 Demonstrate online etiquette.
- 48 Explain concerns related to electronic device use.

Examining Technology in Marketing

- 49 Analyze the impact of technology on marketing.
- 50 Use technology to perform marketing tasks.

Developing Professionalism in the Workplace

- 51 Use customers', coworkers', and managers' feedback to improve performance.
- 52 Explain the importance of diversity within the work environment.
- 53 Examine ethical behavior in the workplace.
- 54 Resolve client/customer and co-worker conflicts.
- 55 Demonstrate positive working relationships.
- 56 Demonstrate professional workplace behavior.

Understanding Economics in Organizations

- 57 Describe the nature of economics, economic activities and economic resources.
- 58 Describe the effects of competition on for-profit and not-for-profit organizations.
- 59 Compare different types of business ownership.
- 60 Analyze the role of profit in private enterprise.

Introducing Information Driven Marketing

- 61 Explain the role of marketing information.
- 62 Explain qualitative and quantitative market research methods.
- 63 Explain the role of ethics in marketing research.

Developing Product/Service Planning Skills

- 64 Identify the role of product/service planning in marketing.
- 65 Describe types of product/service mix strategies.
- 66 Describe product/service life cycles.

- 67 Describe the importance of branding in marketing.
- 68 Explain the difference between brand name and brand.
- 69 Explain the use of national and private brand names in marketing.

Examining Channel Management

- 70 Explain the concept of channel management.
- 71 Describe the channels of distribution.
- 72 Identify shipping and receiving processes.

Understanding Product/Service Positioning

- 73 Describe market identification and segmentation.
- 74 Explain positioning and its relationship to target market.
- 75 Identify the competition for a selected product or service.
- 76 Determine the product/service's position relative to those of the competition.
- 77 Identify the target market of the selected product/service.
- 78 Determine the most effective channels to position the selected product/service.

Pricing Products and Services

- 79 Explain key factors in determining selling price.
- 80 Explain the differences between pricing a good and pricing a service.
- 81 Describe the relationship between supply and demand and its effects on price.

Promoting Products and Services

- 82 Examine the concept of promotional mix.
- 83 Determine the promotional mix of an existing product or service.
- 84 Describe the technology used to market goods and services.
- 85 Compare various types of promotional media.
- 86 Identify components of print ads.
- 87 Prepare an advertisement that encompasses knowledge of the marketing mix.
- 88 Explain the concept of visual merchandising.
- 89 Explain advertising campaigns.
- 90 Create a press release and related media materials.
- 91 Explain the concepts of push and pull as they apply to an existing product or service.
- 92 Describe ethical issues related to promotion.

Selling Products and Services

- 93 Identify the various types of selling and the tools used for each.
- 94 Explain the function of a planogram in selling merchandise.
- 95 Explain the importance of customer service.
- 96 Describe how to receive and handle customer complaints and compliments.
- 97 Explain customers' buying motives.
- 98 Demonstrate the selling process for a selected product or service.
- 99 Demonstrate how to process a sale.

Understanding Risk Management

- 100 Explain the nature and types of business risk.
- 101 Describe methods for managing risk.
- 102 Explain security issues related to business.

Developing a Career

- 103 Analyze personal interests, personality traits, and skills.
- 104 Research career opportunities in marketing.

- 105 Use various job search strategies.
- 106 Develop/update a résumé.
- 107 Describe the steps for posting an electronic résumé.
- 108 Develop a digital résumé and portfolio.
- 109 Update a cover letter.
- 110 Complete a job application.
- 111 Complete an employment interview.
- 112 Complete follow-up to an employment interview.
- 113 Describe networking skills for professional development.
- 114 Develop a personal marketing plan.
- 115 Identify the purposes and types of employment tests and personality profiles.
- 116 Identify procedures to follow in resigning from a position.

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Produced by the Department of Media and Communications for the
Department of Teaching and Learning.
For further information please call (757) 263-1070.

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To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

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