

**BILLINGS PUBLIC SCHOOLS
BUSINESS EDUCATION
MARKETING
Learner Objectives
Adopted April 17, 2010**

MISSION STATEMENT

Our mission is that student s leave Business Education with more than just learned skills. Students will be prepared to apply skills when they enter the work force and/or post-secondary areas. Students will be better prepared to accept the challenges and rapid changes that will face them in the future.

PHILOSOPHY

The Company setting allows students to work in a diverse, real world work environment. The students apply knowledge and employability skills in a variety of situations. This program of study puts all the concepts to be learned into an environment that is set in the context of work. Using the latest technology, student work toward completing competencies and experience a real business office environment. Students are treated as employees and meet requirements that are expected in each company. These expectations are developed by each company's Board of Directors and are included in the company's employee handbook.

LEARNING DOMAINS

- I. The learner will develop skills in entry level business/technology.**
- II. The learner will develop problem solving & decision making skills.**
- III. The learner will develop skills in career exploration.**
- IV. The learner will demonstrate employability skills.**

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MARKETING
Learner Objectives

- I. The learner will develop skills in entry level business/technology.**
- 1. Examine the roles of marketing and analyze the impact of marketing on the individual, business, and society.**
 - 2. Determine how external factors influence/dictate marketing decisions.**
 - 3. Describe the characteristics of a product and stages of product development, including pricing.**
 - 4. Demonstrate the four general forms of promotion and determine how each contributes to successful marketing.**
 - 5. Identify the elements of the consumer marketplace.**
 - 6. Demonstrate an understanding of the principles of e-commerce.**
 - 7. Use and integrate several software application programs (Word, Excel, PowerPoint, Publisher, Access, FrontPage) to create a professional business plan.**
 - 8. Use creativity and design skills to produce the required documents in a business plan.**
 9. Understand the effect of prices on demand and profits.
 10. Understand how purchasing impacts sales and profits.
 11. Understand different promotional strategies, such as Cost per Thousand (CPM) used in purchasing advertising.
 12. Understand the difference between needs and impulse purchases and implications for product placement in stores.
 13. Understand that losses from theft impact a business's profits and why physical inventories are needed to assess the impact of shoplifting.
- II. The learner will develop skills in problem solving and decision making.**
- 14. Create and write a comprehensive business plan for a business.**
 - 15. Apply technical writing skills in developing a business plan.**
 - 16. Use decision-making skills as they pertain to creating a business plan.**
 - 17. Develop a marketing plan encompassing all of the necessary components.**
 - 18. Apply distribution processes and methods to develop distribution plans.**
 19. Understand how policies for paying suppliers affect the amount of cash a business has.
 20. Understand how surveys can be used to identify customer segments and the behavior of people in those segments.
- III. The learner will develop skills in career exploration.**
- 21. Apply entrepreneurship concepts to an individualized business.**
- IV. The learner will demonstrate employability skills.**
- 22. Demonstrate organization skills such as managing time and prioritizing work.**
 - 23. Demonstrate effective communication skills, both oral and written.**