

MARKETING I

Standards

- Understand the basics of marketing including the seven core functions and the 4P's of the marketing mix.
- Understand how a company considers internal and external factors to understand the current market.
- Understand the concepts needed to gather and evaluate information for use in making business decisions.
- Understand concepts and strategies utilized in determining and adjusting prices to maximize profit and meet customers' perceptions of value.
- Understand the concepts to introduce, maintain, and improve a product or service mix.
- Understand the process and methods to communicate information about products to achieve a desired outcome.
- Understand the role of channel members and methods of product transportation.
- Understand how to determine client needs and wants and respond through planned and personalized communication.

Performance Objectives

- Conduct primary and/or secondary research and analyze results.
- Create a promotional plan that includes the following components: target market, promotional objective, advertising media selection, promotional schedule, and budget.
- Pitch a sales presentation for a product or service using the steps of the sales process.
- Introduce an idea for a new product/service, include a description of each of the 4P's.

