

## Advanced Marketing Scope & Sequence

Days	Unit	Standard(s)/Outcome(s)	Essential/Guiding Questions
5	Honors Marketing Review	#1. The student should be able to interpret and apply marketing terminology, key marketing concepts, the fundamental processes, and the role and benefits of marketing in a market driven economy.	<ol style="list-style-type: none"> <li>1. In what ways is marketing a process that focuses on meeting customer needs and wants?</li>   <li>2. How does customer relationship management (CRM) benefit both the business and its customers?</li>   <li>3. How do marketers use the four Ps of the marketing mix to build an integrated program that delivers value to consumers?</li>   <li>4. What role does competition play in the free enterprise system?</li>   <li>5. How do marketing activities add value (utility) to products and services?</li>   <li>6. How does marketing for profit organizations differ</li> </ol>

			<p>from marketing for non-profit organizations?</p> <p>7. What are the various stages of the product life cycle and how is that information important to a marketing executive?</p>
5	Consumer and Business Buying Behavior	#2. The student will analyze characteristics, motivations, and behaviors of customers' needs and wants.	<p>1. What is an opinion leader? Describe how marketers attempt to use opinion leaders to help sell their products.</p> <p>2. Name and describe the types of buying decision behavior and describe a personal example for each.</p> <p>3. What is a "new product", and how do consumers go about deciding whether to adopt a new product.</p> <p>4. Explain how market structure and demand differ for business markets compared to consumer</p>

			<p>markets.</p> <p>5. Name and describe the three types of business buying situations.</p> <p>6. Name and describe the roles played by buying center participants in the business buying process.</p> <p>7. Explain what is meant by systems selling and discuss why it is a preferred approach to buying for many organizations.</p> <p>8. Compare the institutional and government markets and explain how institutional and government buyers make their buying decisions.</p>
5	Market Segmentation and Target Marketing	<p>#4. The student will explain segmentation and the factors used to identify viable target markets.</p> <p>#5. The student will identify and explain attributes that provide a competitive advantage in the marketplace.</p>	<p>1. How does market segmentation differ from market targeting?</p> <p>2. Name and describe the four major sets of variables that might be used in</p>

			<p>segmenting consumer markets.</p> <p>3. Name and describe the levels at which market targeting can be carried out. Give an example of a company using each.</p> <p>4. Explain how companies segment international markets.</p> <p>5. Explain how a company differentiates its products from competitors' products.</p> <p>6. In the context of marketing, what is a product's "position"? How do marketers know what it is?</p>
5	Market Planning and Analysis	<p>#3. The student will summarize and classify internal factors and external trends that influence marketing strategy decisions.</p> <p>#10. The student will analyze an organization and its market, develop a SWOT analysis and formulate a viable marketing strategy.</p>	<p>1. Define strategic planning and briefly describe the four steps that lead managers and the firm through the strategic planning process. Discuss the role marketing plays in this process.</p> <p>2. Name and describe the</p>

			<p>four product/market expansion grid strategies. Provide an example of a company implementing each strategy.</p> <p>3. Explain the roles of market segmentation, market targeting, differentiation, and positioning in implementing an effective marketing strategy.</p> <p>4. Discuss the four marketing management functions.</p> <p>5. Compare and contrast a company's microenvironment with a company's macroenvironment.</p> <p>6. Describe the five types of customer markets.</p> <p>7. Compare and contrast core beliefs/values and secondary beliefs/values. Provide an example of each and discuss the potential impact marketers have on</p>
--	--	--	---

			<p>each.</p> <p>8. How should marketers respond to the changing environment?</p>
5	Marketing Research	<p>#9. The student will assess the quality of, and interpret primary and secondary research data to make informed marketing strategy decisions.</p> <p>#12. The student will use the internet and related technology to complete significant marketing activities.</p>	<p>1. Describe the benefits of marketing research to consumer, business, and economy.</p> <p>2. As a market research manager, how would you explain the steps of the marketing research process to a new hire? Base your response on content materials.</p> <p>3. Explain the process of data analysis in terms of client needs. Use examples from the text or class notes to support your answer.</p> <p>4. What is a marketing information system, and how is it used to create customer insights?</p> <p>5. Explain how marketing</p>

			<p>intelligence differs from marketing research.</p> <p>6. Explain the role of secondary data in gaining customer insights. Where do marketers obtain secondary data, and what are the potential problems in using it?</p> <p>7. What are the advantages of internet-based survey research over traditional survey research?</p> <p>8. What is neuromarketing, and how is it useful in marketing research? Why is this research approach usually used with other approaches?</p>
20	The Marketing Mix	<p>#5. The student will identify and explain attributes that provide a competitive advantage in the marketplace.</p> <p>#6. The student will assess the elements of the marketing mix and how each element interrelates in the implementation of the marketing</p>	<p>1. Name and describe the types of consumer products and give an example of each. How does the marketing differ for each product type?</p> <p>2. Compare and contrast</p>

		strategy.	<p>industrial products and consumer products.</p> <ol style="list-style-type: none"><li>3. Explain the importance of product quality and discuss how marketers use quality to create customer value.</li><li>4. What is a brand? How does branding help both buyers and sellers?</li><li>5. Name and describe the major steps in the new-product development process.</li><li>6. What is test marketing? Explain why companies may or may not test market products and discuss alternatives to full test markets.</li><li>7. What are the benefits of an innovation management system?</li><li>8. Discuss the three strategies available for products in the mature stage</li></ol>
--	--	-----------	---



			<p>of the product life cycle.</p> <p>9. Discuss factors marketers must consider when setting price.</p> <p>10. Compare and contrast good-value pricing and everyday low pricing.</p> <p>11. Name and describe the types of costs marketers must consider when setting prices. Describe the types of cost-based pricing and the methods of implementing each.</p> <p>12. What is target costing and how is it different from the usual process of setting prices?</p> <p>13. Describe the key functions performed by marketing channel members.</p> <p>14. Describe multichannel distribution systems and the advantages and disadvantages of using them.</p>
--	--	--	--

			<p>15. Compare and contrast intensive, selective, and exclusive distribution. Which channel design decision does this involve?</p> <p>16. Explain how information is managed in the distribution channel. What types of information are managed?</p> <p>17. Discuss the activities involved in sales force management.</p> <p>18. Define sales promotion and discuss its objectives.</p> <p>19. Name and describe the types of consumer promotions.</p> <p>20. Discuss the different types of trade sales promotions and distinguish these types of promotions from business promotions.</p>
5	Online Marketing and E-Commerce	#7. The student will be able to describe in detail, and give examples of, how the internet, World Wide	1. Define direct marketing and discuss its benefits to

		<p>Web, Mobile Applications, Social Networking Technologies and related technology to complete significant marketing activities.</p>	<p>customers and companies.</p> <p>2. Describe the type of information contained in a company's customer database and how that information is used.</p> <p>3. Name and describe the major forms of direct-response television marketing.</p> <p>4. Explain the ways in which companies can set up an online marketing presence.</p> <p>5. Compare and contrast the different forms of online advertising. What factors should a company consider in deciding among these different forms?</p> <p>6. What is phishing and how does it harm consumers and marketers?</p>
10	The Global Marketplace	#8. The student will compare domestic and international marketing strategies, and describe	<p>1. Explain what is meant by the term global firm, and list the six major decisions</p>

		<p>alternative approaches to entering global markets.</p>	<p>involved in international marketing.</p> <ol style="list-style-type: none"> <li>2. Compare and contrast a tariff and a quota.</li> <li>3. Name and define the four types of country industrial structures.</li> <li>4. Discuss the strategies used for adapting products to a global market. Which strategy is best?</li> <li>5. Discuss how global distribution channels differ from domestic channels.</li> <li>6. Explain globalization and customization as strategies.</li> </ol>
10	The Legal Environment of Marketing	#11. The student will analyze ethical and legal issues in the Marketing and Advertising industries.	<ol style="list-style-type: none"> <li>1. How does the role of government influence marketing?</li> <li>2. Name some of the responsibilities and functions of the Food and Drug Administration.</li> </ol>

			<p>3. What are the three bureaus of the Federal Trade Commission (FTC)?</p> <p>4. Compare and contrast a company's monetary regulations and explain the effects of a changing currency exchange rate on a company's profitability.</p> <p>5. What does the term "barter" mean and how and why do some companies use bartering as a form of currency to get the necessary projects done.</p>
5	The CLEP Exam	The student will demonstrate college-level knowledge of marketing concepts and principles by achieving a scaled score of 50 or above on the Marketing CLEP exam.	<p>1. Explain the content and make-up of the CLEP Principles of Marketing exam.</p> <p>2. Discuss some of the proven test-taking strategies for greater success on the CLEP exam.</p> <p>3. How can passing the CLEP exam help the student prepare for the academic</p>

			rigors of college marketing.
2	Careers in Marketing	<p>#13. The student will judge how relationships, leadership, team work, communication, and networking skills can contribute to success in marketing.</p> <p>#14. The student will assess careers in marketing based on personal interest, personality traits, knowledge, skills, and ability.</p>	<ol style="list-style-type: none"> <li>1. List three considerations that will help you formulate planning goals.</li> <li>2. List six areas to explore when conducting a self-assessment.</li> <li>3. What three steps can you take to help you achieve a successful interview?</li> <li>4. Describe how you can learn about a company in order to prepare for an interview.</li> </ol>
3	Marketing Plan Presentation	#15. The student will develop teamwork skills in the preparation of a marketing plan.	<ol style="list-style-type: none"> <li>1. What are the elements of a quality marketing plan?</li> <li>2. How does teamwork add to an effective presentation?</li> </ol>