

School District of Loyal

DC Marketing Principles

Grade: 10-12

Student Learning Targets



Students who demonstrate understanding can:		
WI State Standards	Standard:	Student Learning Targets:
BIT.MKT.1.A BIT.MKT.2.A BIT.BLE.5	Students will explain the marketing concept and analyze how customer needs, consumer behavior, ethics, and value influence marketing decisions.	Students will be able to: • Define marketing, the marketing concept, exchange, utility, and the major marketing functions. • Distinguish among needs, wants, consumer markets, and business markets. • Analyze rational and emotional buying motives and the consumer decision-making process. • Evaluate ethical, legal, social, and cultural considerations in marketing.
BIT.MKT.2 BIT.MKT.3	Students will use marketing research and segmentation to identify, analyze, and select target markets.	Students will be able to: • Differentiate between primary and secondary data and explain when each is appropriate. • Design a research instrument, collect information, and interpret key findings. • Segment markets using demographic, geographic, psychographic, and behavioral characteristics. • Identify and justify a target market and positioning strategy using reliable marketing information.
BIT.MKT.1.A BIT.BLE.4.C BIT.DCM.1	Students will develop product, branding, and packaging strategies that create value and establish a distinct market position.	Students will be able to: • Develop or improve a product or service based on customer needs, research, and current trends. • Explain product mix, product line, positioning, and product life-cycle decisions. • Create brand elements, including a name, visual identity, promise, personality, and consistent message. • Design functional and ethical packaging and labeling while respecting intellectual property rights.

WI State Standards	Standard:	Student Learning Targets:
BIT.MKT.1.B BIT.MKT.1.C	Students will apply pricing and distribution strategies to make products available at an appropriate value and location.	Students will be able to: • Define and calculate cost, price, markup, expenses, revenue, and profit. • Compare cost-plus, competitive, value-based, penetration, skimming, and psychological pricing strategies. • Analyze how supply, demand, competition, perceived quality, and company objectives influence price. • Select and justify direct, indirect, physical, or digital distribution channels for a target market.
BIT.MKT.1.D BIT.DCM.1 BIT.BC.4	Students will plan, create, and evaluate integrated promotional communication for a defined audience and objective.	Students will be able to: • Explain the roles of advertising, sales promotion, public relations, personal selling, and digital marketing. • Define a target audience, communication objective, message, call to action, and media strategy. • Create coordinated promotional content using appropriate written, visual, video, social, and presentation formats. • Evaluate promotional ethics and effectiveness using audience response, engagement, reach, and other performance measures.
BIT.MKT.2.B BIT.MKT.4 BIT.BC.4	Students will use customer relationship strategies and the marketing planning process to support long-term business success.	Students will be able to: • Explain how customer acquisition, satisfaction, retention, loyalty, and feedback contribute to business success. • Use customer feedback and relationship-management information to recommend improvements. • Develop customer communication and service strategies that strengthen the company image and customer experience. • Create and present a marketing plan integrating research, target market, positioning, the marketing mix, budget, and evaluation.