

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards: Principles of Marketing
Theme 1: Marketing is Everywhere		
<p>Project 1: Brand Affinity</p> <p>Students explore the purposes and features of marketing, product development, and customer service.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Research and choose a company and product for the project. • Explain the relationship of brand loyalty and affinity. • Give examples of brands, brand loyalty and affinity. • Research and evaluate the qualities that create brand affinity. • Create a mind map demonstrating an affinity for a brand. 	<p>PMK-3.2 Identify company’s brand promise</p> <p>PMK-3.4 Demonstrate a customer-service mindset</p>
<p>1.1 What is Marketing?</p> <p>Students receive an introduction to the concept of marketing. They learn the seven marketing functions and how each supports and increases customer satisfaction and company profits.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the concept of marketing. • Explain how marketing can be used to build customer relationships. • Identify the seven marketing functions. • Illustrate how each of the seven marketing functions can support customer satisfaction while generating a profit for the company. 	<p>PMK-2.1 Connect factors affecting a business’s profit</p> <p>PMK-3.4 Demonstrate a customer-service mindset</p>



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<p>1.2 Communication Channels</p> <p>Students explore the increasing number of marketing communication channels and develop targeted marketing messages designed for different channels.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Explore the different marketing communication channels.• Evaluate the appropriateness of a specific channel for a specific market.• Determine the best communication channel to transmit a specific message effectively.• Define market segmentation and describe how it is used.• Analyze how demographics can be used to identify target markets.	<p>PMK-6.1 Differentiate types of advertising media, both traditional and electronic</p> <p>PMK-6.4 Identify communications channels used in sales promotion</p> <p>PMK-6.5 Explain communications channels used in public-relations activities</p>
<p>1.3 Marketing Benefits</p> <p>Students explore how marketing benefits motivates purchase decisions.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Compare and contrast the benefits of marketing to the company versus to the consumer.• Investigate what motivates consumers to buy.• Interpret Maslow's Hierarchy of Needs.• Create a jingle for a product that identifies with one of Maslow's Hierarchy of Needs.	
<p>1.4 Ethics in Marketing</p> <p>Students explore the issues of ethics in marketing, including the differences between legal and ethical marketing and new types of marketing messages masquerading as content.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Explain ethical behavior and its impact on marketing.• Differentiate between legal versus ethical marketing practices.• Recognize the role of the FTC in advertising practices.• Demonstrate an understanding of claim validation.• Differentiate sponsored content from other advertising.• Write a sponsored story.• Analyze ethical and unethical methods used by marketers to obtain and use customers' personal information.	<p>PMK-4.3 Define business ethics in product/service management</p> <p>PMK-5.4 Describe the use of business ethics in promotion</p>



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Theme 2: Understanding the Consumer		
<p>Theme 2 Project: Brand Identity, Image and Positioning</p> <p>Students learn how a brand’s visual identity and positioning activities combine to form an image of the brand for its target market.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Explain corporate branding and positioning. • Interpret strategies a specific company uses to position corporate brand (brand history). • Investigate the positioning strategies the company uses to ensure the image of its brand. • Create a positioning statement for the company. • Create a slogan for the company. 	<p>PMK-3.1 Determine strategy, image and position</p>
<p>2.1 Consumer Decision Making</p> <p>Students explore how consumers make buying decisions and how marketers tailor messages to take advantage of consumer behavior.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe how consumer differences shape wants and needs. • Explain consumer-buying behavior. • Evaluate the stages of the consumer-buying decision process. • Compare actions of consumers at each stage in the decision process for a low- and a high-involvement product. • Generate situations for a marketer and a consumer for each stage in the buying-decision process. 	

<p>2.2 Market Segmentation</p> <p>Students explore the area of market segmentation, including how marketers target specific groups of customers.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Define market segmentation and describe how it is used. • Describe market segments targeted by companies. • Identify tools of market segmentation • Explain ways that segmentation can be used to identify target markets. • Analyze the variables used to identify target markets 	<p>PMK-10.1 Investigate the nature of marketing research</p> <p>PMK-11.3 Discuss the nature of sampling plans (i.e. who, how many, how chosen)</p> <p>PMK-13.1 Differentiate the concept of market and market identification</p>
<p>2.3 Influencing Consumer Behavior</p> <p>Students explore the impact of consumer behavior on the marketing process, including how consumer purchasing decisions are influenced by cultural, social, psychological, and personal differences.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe the four main factors that influence consumer buying behavior, their significance, and how they affect promotional activity. • Describe the characteristics of changing domestic and global populations using market segmentation tools. • Develop a message (including a slogan) that generates a consumer need or desire to purchase a product/service. 	<p>PMK-15.1 Make and support data-driven decisions using the sales processes and techniques</p> <p>PMK-15.2 Define motivational theories that effect buying behavior</p>
<p>2.4 Measuring and Adapting to Marketing Results</p> <p>Students explore the ways marketers develop and test their strategies and adapt them based on marketing results.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Discuss the reasons for conducting marketing research. • Differentiate between primary and secondary sources of data and explain their use. • Explain how marketers gather and use personal data. 	<p>PMK-11.1 Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual)</p> <p>PMK-11.2 Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research)</p> <p>PMK-11.3 Discuss the nature of sampling plan</p> <p>PMK-12.1 Identify data-collection methods</p> <p>PMK-12.2 Diagnose characteristics of effective data-collection</p>

Session Descriptions	Student Objectives	Academic Standards
Theme 3: Banking Services		
<p>Theme 3 Project: Target Market Analysis</p> <p>Students learn the importance of accurately targeting a market for their product or service and methodology for identifying and reaching their target markets.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Identify a target market for the brand. • Examine the five methods used to segment a market. • Research the buying behavior of the targeted segment for the specific company's brand. • Conduct a survey of target market members. • Create a profile of the target market that includes the five market segmentation methods. • Create a persona for the target market. 	<p>PMK-10.1 Investigate the nature of marketing research</p> <p>PMK-10.2 Recognize and explain the nature of marketing research problems/issues</p>
<p>3.1 The Marketing Mix: Product</p> <p>Students learn about the mix of activities that make up marketing: Product, Place, Price, and Promotion. They focus on product and learn how marketing comes into play during the product development cycle</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe the marketing mix of Product, Place, Price, and Promotion. • Classify products into consumer categories. • Identify and develop a new product with a unique value proposition. • Analyze the target market's wants and needs of the product and recognize how this drives product development. • Justify expectations for the new product's life cycle 	<p>PMK-4.2 Identify the impact of product life cycles on marketing decisions</p> <p>PMK-4.4 Use product information to identify the product features and benefits</p>



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<p>3.2 The Marketing Mix: Place</p> <p>Students learn about distribution channels and the path a product takes from manufacturer to customer, including third-party intermediaries such as wholesalers, retailers, distributors, and e-commerce.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Describe different locations for purchasing products.• Differentiate among distribution channels such as retail, wholesale, warehouses, online, e-commerce, etc.• Research the channels of distribution used to get product from manufacturer to consumer.• Design a distribution channel to move the new product from manufacturer to final user.• Develop ideas on accessing the right distribution channels.	<p>PMK-8.1 Recognize and explain the nature and scope of channel management</p> <p>PMK-8.2 Review the relationship between customer service and channel management</p> <p>PMK-8.3 Identify the nature of channels of distribution</p> <p>PMK-8.4 Assess relationship between channels of distribution to time, place, and possession utility</p>
<p>3.3 The Marketing Mix: Price</p> <p>Students learn about pricing strategy and how to price products to match the amount customers are willing to pay. They learn the role of market research and the company's strategy and objectives on setting the right price.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Explain the difference between cost and price.• Research factors that contribute to the price of a product.• Formulate pricing strategies for a new product.• Generate questions and answers, and develop ideas on the best pricing for company and consumer.	<p>PMK-7.1 Recognize and explain the nature and scope of the pricing function</p> <p>PMK-7.2 Describe the role of business ethics in pricing</p> <p>PMK-7.3 Investigate the use of technology in pricing function</p> <p>PMK-7.4 Explain legal considerations for pricing</p> <p>PMK-7.5 Critique factors affecting pricing decisions</p>
<p>3.4 The Marketing Mix: Promotion</p> <p>Students learn about the role of promotion as part of the marketing mix, to attract customers' attention and motivate them to purchase.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Learn why companies engage in promotional activities.• Identify various persuasive techniques (bandwagon, emotional appeal, etc.).• Research ways promotion affects consumer purchases.• Develop ideas about the best combination of promotional strategies for specific target markets, including social media, in-store, and coupons	<p>PMK-5.1 Explain the role of promotion as a marketing function</p> <p>PMK-5.2 Compare and contrast the types of promotion</p> <p>PMK-5.3 Identify the elements of the promotional mix</p>



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Theme 4: Marketing in the World		
<p>Theme 4 Project: Brand Awareness and Affinity Study</p> <p>Students learn the differences between brand awareness and brand affinity and how marketers build both through customer engagement.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Analyze marketing strategies used by companies to reach their primary target market. • Evaluate a brand’s social media presence to determine whether or not the company is building affinity with users and how this might affect the brand’s evolution. • Develop a customer affinity strategy using social media to engage with customers and potential customers. 	<p>PMK-2.1 Connect factors affecting a business’s profit</p> <p>PMK-3.3 Determine ways of reinforcing the company’s image through employee performance</p>
<p>4.1 Examining Your Current Market</p> <p>Students learn about the role of cultural differences in marketing and the importance of cultural etiquette and communication.</p>	<p>Students will</p> <ul style="list-style-type: none"> • Learn the meaning of culture. • Describe the components of culture. • Analyze ways in which sociocultural factors affect domestic and international marketing. • Analyze the influence of technology in reaching a global market with your message. • Explore the experiences of a sociocultural group and develop methods of marketing products and services to that group. 	<p>PMK-9.1 Analyze the need for marketing information</p> <p>PMK-9.2 Identify information monitored for marketing decision making</p> <p>PMK-9.3 Investigate the nature and scope of the marketing information management function</p>



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<p>4.2 Global Marketing</p> <p>Students learn about the ways companies adjust their marketing strategies to comply with regulations and market conditions in other countries. Making global sales has become easier due to the Internet and means of transporting goods across borders.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Define global marketing.• Learn about global marketing strategies and the tools for creating them.• Assess the role of technology in enabling companies to compete effectively.• Examine companies with global marketing strategies and explain their benefits.• Research components of a global marketing strategy.• Identify a company that could benefit from global marketing and create a global marketing strategy for it	<p>PMK-1.5 Critique marketing and its importance in a global economy</p> <p>PMK-1.6 Explain the nature of global trade</p>
<p>4.3 Global Stakeholders</p> <p>Students learn how stakeholders affect and are affected by a company's objectives..</p>	<p>Students will:</p> <ul style="list-style-type: none">• Describe a stakeholder.• Identify who the stakeholders are for a specific business.• Compare and contrast types of stakeholders and their impact on business decisions.• Determine the benefits of stakeholders.• Develop a stakeholder engagement plan	<p>PMK-1.6 Explain the nature of global trade</p>



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<p>4.4 Competitive Analysis</p> <p>Students learn how companies analyze the differences and advantages of their market performance compared to their competitors and conduct competitive analysis themselves.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe an example of competition. • Compare and contrast marketing strategies of competitors in a single industry. • Identify the role of the market leader, challenger, follower, and nicher in an industry. • Assess how a company's competition in an industry impacts its marketing strategy. 	<p>PMK-2.3 Explain the concept of competition</p>
<p>Case Study: Building a Brand</p> <p>Students will discover the commonalities between personal identity and brand identity. They will learn and apply the steps for building a brand for a new company.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Increase brand visibility for a specific company • Create strategic messaging for a specific company • Create an identity package, including a new logo, to showcase the depth of knowledge, strong values and longevity, and industry experience represented in a specific company 	<p>PMK-4.1 Apply the nature and scope of the product/service management function</p>

Gap Analysis- PMK standards not directly supported by this program:

- PMK-8.5 Explain legal considerations in channel management
- PMK-8.6 Describe ethical considerations in channel management
- PMK-9.4 Explain the role of ethics in marketing-information management
- PMK-9.5 Examine the regulation of marketing-information management

Covered in Marketing Principles 2

- PMK-3.5 Recognize and respond to customer inquiries
- PMK-3.6 Solve conflicts with/for customers to encourage repeat business
- PMK-14.1 Define the nature and scope of selling
- PMK-14.2 Assess the key factors of building a clientele and the role of customer service in selling
- PMK-14.3 Differentiate company selling policies from selling regulations
- PMK-14.4 Apply and adapt the ethics of selling
- PMK-14.5 Review the use of technology in selling