

# Marketing: Grades 11, 12

Adopted 2009

## Introduction to DECA Student Organization

### 1.1 Define terminology

1. Prepare a list of terms with definitions [1.1.1](#)
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### 1.2 Explain the benefits of DECA

1. View the annual national DECA membership promotional/recruitment video [1.2.1](#)
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### 1.3 Understand the organizational structure of the DECA student organization (CTSO)

1. List the levels of DECA from local chapter through international [1.3.1](#)
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### 1.4 List the different types of DECA competitions

1. Compare all written events including performance indicators [1.4.1](#)
  2. Compare all online events including performance indicators and requirements [1.4.2](#)
  3. Differentiate between individual and team events [1.4.3](#)
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## Marketing Foundations

### 2.1 Define terminology

1. Prepare a list of terms with definitions [2.1.1](#)
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### 2.2 Discuss the scope and importance of marketing

1. Examine the types of organizations that use marketing [2.2.1](#)
  2. Show the impact of marketing on employment and the economy [2.2.2](#)
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### 2.3 List the 4 elements of the marketing mix (P's of marketing)

1. Identify and provide examples of the 4 elements of the marketing mix (P's of marketing)
    - Product
    - Price
    - Place
    - Promotion[2.3.1](#)
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### 2.4 Define the marketing concept Knowledge

1. Explain the importance of the marketing concept [2.4.1](#)
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## Social Responsibility and Ethics

### 3.1 Define terminology

1. Prepare a list of terms with definitions [3.1.1](#)

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### **3.2 Explain social responsibility as it applies to Marketing and Business**

1. Provide examples of socially responsible behavior [3.2.1](#)
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### **3.3 Explain the purpose of a code of ethics**

1. Compare existing codes of ethics [3.3.1](#)
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### **3.4 Discuss consumerism**

1. Provide examples of consumerism in action [3.4.1](#)
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## **Economics Foundation**

### **4.1 Define terminology**

1. Prepare a list of terms with definitions [4.1.1](#)
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### **4.2 Identify the basic factors/economic resources of production**

1. Differentiate between the basic factors of production
    - <li>Land/Natural</li><li>Labor/Human</li><li>Capital</li><li>Entrepreneurship</li></ul> [4.2.1](#)
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### **4.3 List the four types of economic utilities**

1. Differentiate between the four types of economic utilities
    - <li>Form</li><li>Time</li><li>Place</li><li>Possession</li></ul> [4.3.1](#)
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### **4.4 Explain the concept of scarcity**

1. Discuss the concept of scarcity [4.4.1](#)
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### **4.5 Identify the economic systems**

1. Compare the economic systems
    - <li>Private/Free Enterprise/Capitalism/Market Economy</li><li>Command/Controlled Economy</li><li>Mixed Economy</li></ul> [4.5.1](#)
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### **4.6 Discuss supply and demand**

1. Identify factors that affect supply and its relationship to demand
    - <li>Surplus</li><li>Shortage</li><li>Equilibrium</li></ul> [4.6.1](#)
    - 2. Interpret and prepare charts and diagrams related to supply and demand curves [4.6.2](#)
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### **4.7 Explain the elasticity of demand**

1. Differentiate between products that have elastic and inelastic demand [4.7.1](#)
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### **4.8 Discuss economic measurements**

1. Differentiate between GDP, Productivity Inflation, Consumer Price Index and Unemployment Rate [4.8.1](#)

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#### 4.9 Explain the business cycle

1. Create a graph showing the phases of the business cycle
  - <li>Prosperity/Expansion</li><li>Recession</li><li>Depression/Trough</li><li>Recovery</li></ul> 4.9.1

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#### 4.10 Discuss government involvement in Global Trade Knowledge

1. Interpret a table on balance of trade illustrating exports and imports 4.10.1
2. Differentiate between different types of trade barriers
  - <li>Tariffs</li><li>Quotas</li><li>Embargos</li></ul> 4.10.2

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### Consumer Behavior and Competition

#### 5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

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#### 5.2 Discuss the importance of understanding consumer behavior

1. Differentiate between needs and wants 5.2.1

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#### 5.3 Discuss buyer motivation

1. Provide examples of rational and emotional buying motives 5.3.1

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#### 5.4 Discuss competition

1. Articulate the benefits of competition 5.4.1
2. Distinguish between price and non-price competition 5.4.2
3. Explain the characteristics of a monopoly 5.4.3

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#### 5.5 Explain how markets can be segmented

1. Create a booklet that depicts products that are segmented by:<ul><li>Demographics</li><li>Psychographics</li></ul> 5.5.1

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#### 5.6 Distinguish between mass marketing and market segmentation

1. Provide examples of products that use either mass marketing or market segmentation strategies 5.6.1

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### Product Management

#### 6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

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#### 6.2 Recognize characteristics unique to goods and services

1. Classify products as goods or services 6.2.1
2. Classify products as industrial or consumer 6.2.2

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### 6.3 Discuss branding of products

1. Classify brands as private or national 6.3.1
  2. Compare branding strategies
    - <li>Co-branding</li><li>Mixed Branding</li><li>Brand extension</li><li>Brand Licensing</li></ul> 6.3.2
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### 6.4 Name stages of product life cycle

1. Diagram stages of product life cycle
    - <li>Introduction</li><li>Growth</li><li>Maturity</li><li>Decline</li></ul> 6.4.1
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### 6.5 List principle functions of product packaging

1. Evaluate product packaging 6.5.1
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## Pricing Strategies

### 7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1
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### 7.2 Recognize the importance of product price

1. Compare pricing objectives; maximize profits, increase market share and maintain an image 7.2.1
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### 7.3 Describe common pricing strategies

1. Identify examples of price skimming strategies, penetration pricing and flexible pricing 7.3.1
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### 7.4 Determine the selling price of a product

1. Calculate mark-up, mark-down, sales tax, discounts 7.4.1
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## Promotion: Communication & Selling

### 8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1
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### 8.2 Explain the communication process and its elements

1. Illustrate the elements of the communication process
    - <li>Sender</li><li>Message</li><li>Encoding</li><li>Receiver</li><li>Decoding</li><li>Noise/Barriers</li><li>Feedback</li><li>Channel</li></ul> 8.2.1
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### 8.3 Discuss the marketing mix element of promotion

1. Determine the goals of promotion: inform, persuade, remind 8.3.1
  2. Classify promotional mix elements as advertising, personal selling, sales promotion, public relations 8.3.2
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### 8.4 Describe the steps in the personal selling process

1. Demonstrate the personal selling process 8.4.1

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## 8.5 Examine product features for potential customer benefits

1. Translate product features into customer benefits 8.5.1
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## 8.6 Compare types of customer decision making

1. Explain how consumers use the three types of decision making: routine, limited, extensive 8.6.1
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## Promotion: Advertising, Public Relations, Sales Promotion

### 9.1 Define terminology

1. Prepare a list of terms with definitions 9.1.1
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### 9.2 Identify various advertising media

1. Compare and evaluate advertising media
    - print
    - broadcast
    - online/Internet
    - specialty 9.2.1
  2. Compare Advertising media rates 9.2.2
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### 9.3 List parts of a print advertisement

1. Create and label parts of a print advertisement
    - copy
    - illustration
    - signature/logo
    - headline
    - slogan 9.3.1
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### 9.4 Discuss public relations

1. Compare and contrast public relations and publicity 9.4.1
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### 9.5 Discuss sales promotion activities

1. Compare and contrast advantages and disadvantages of sales promotion 9.5.1
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## Channel Management

### 10.1 Define terminology

1. Prepare a list of terms with definitions 10.1.1
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### 10.2 Discuss the marketing mix element of distribution (place)

1. Determine distribution channel for products 10.2.1
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### 10.3 Discuss types of channel members

1. Determine the roles of each channel member/intermediary
    - wholesaler 10.3.1
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### 10.4 Discuss transportation systems of physical distribution

1. Examine factors for selecting transportation methods (railroad, truck, air, waterways, pipelines) 10.4.1
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### 10.5 Identify types of inventory management systems

- 10.5.1 Evaluate the different types of inventory systems
  - Just-in-time
  - perpetual
  - physical

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## 10.6 Discuss buying and purchasing by businesses and organizations

1. Compare documents related to buying and purchasing
  - purchase order
  - invoice
  - receiving record

10.6.1