

Instructional Framework

Marketing
52.1800.20



Domain 1: Marketing Foundations and Promotion	
Instructional Time: 35-45%	
STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING	
2.1 Describe the role of marketing in building customer demand for products (e.g., goods and services)	<ul style="list-style-type: none"> • Goods and services • Needs and wants • Tangible and intangible
2.2 Define the elements of the marketing mix (e.g., product, price, promotion, and place)	<ul style="list-style-type: none"> • Product • Price • Promotion • Place
2.3 Define the functions of marketing (e.g., promotion, distribution, marketing information management, selling, product service management, pricing, and market planning)	<ul style="list-style-type: none"> • Promotion • Distribution (Channel Management) • Marketing Information Management • Selling • Product Service Management • Pricing • Market Planning
2.4 Describe the wide scope of marketing (e.g., business-to-consumer, business-to-business, consumer-to-consumer, non-profit, government, and e-commerce)	<ul style="list-style-type: none"> • Business-to-consumer, business-to-business, consumer-to-consumer • Non-profit • Government • E-commerce
2.5 Describe how changing technology affects marketing decisions	<ul style="list-style-type: none"> • Augmented Reality/Virtual Reality • Artificial Intelligence (AI) • Mobility/Mobile Apps • Instant Gratification
2.6 Compare and contrast legal versus ethical marketing practices (i.e., bait and switch, price discrimination, etc.)	<ul style="list-style-type: none"> • Bait and Switch • Price Discrimination • Bribery
2.7 Explain the consequences of unethical marketing practices (i.e., government regulations, company image, loss of sales, public image, incarceration, etc.)	<ul style="list-style-type: none"> • Government Regulations • Company Image/Public Image • Loss of Sales • Incarceration
2.8 Investigate the ways competition affects marketing decisions	<ul style="list-style-type: none"> • Pricing • Company Differentiation • Product Positioning

	<ul style="list-style-type: none"> ● Competitive Advantage
2.9 Explain the value added through the five economic utilities (e.g., time, possession, form, place, and information)	<ul style="list-style-type: none"> ● Time, possession, form, place, and information
STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX	
4.1 Identify marketing mix strategies for each product classification (e.g., extensive, limited, and routine)	<ul style="list-style-type: none"> ● Extensive ● Limited ● Routine
4.2 Examine how packaging is used in the marketing functions	<ul style="list-style-type: none"> ● Sell the Product ● Communicate Information ● Protect Consumers ● Protect Product ● Reduce Theft
4.3 Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, and durability)	<ul style="list-style-type: none"> ● Sustainability ● Environmental Packaging, Cause Packaging ● False and Misleading Claims ● Durability
4.4 Identify qualities of an effective brand	<ul style="list-style-type: none"> ● Build product recognition and customer loyalty ● Ensure quality and consistency ● Capitalize on brand exposure ● Change company or product image
4.5 Explain the impact of brands on consumer behavior	<ul style="list-style-type: none"> ● Brand loyalty ● Brand perception ● Types of Brands ● Endorsements
4.6 Evaluate the rationale behind various brand strategies (e.g., individual branding, family branding, mixed branding, and co-branding)	<ul style="list-style-type: none"> ● Individual branding, family branding, mixed branding, licensing, and co-branding ● Logo, slogan, trade characters, trademark, copyright ● National, private distributor, generic
4.7 Identify the factors that contribute to a product's price (e.g. cost, quality, competition, and brand loyalty)	<ul style="list-style-type: none"> ● Cost ● Quality ● Competition ● Brand Loyalty/Consumer Perceptions ● Supply and Demand
4.8 Explain the facets of branding (e.g., visual, emotional, functional, and social)	<ul style="list-style-type: none"> ● Personal Branding

	<ul style="list-style-type: none"> ● Visual, emotional, functional, and social ● Target Market ● Market segmentation <ul style="list-style-type: none"> ○ Geographic, Psychographic, Demographic, ● Consumer Behavior ● Positioning and Positioning Map ● Strategies: <ul style="list-style-type: none"> ○ Unique Sales Proposition, Value Proposition, Competitive Advantage, Differentiation ● User experience/reviews, User-generated content/interaction
4.9 Differentiate among sales channels (i.e., online auction, marketplace, e-commerce, tradeshow, retail, brick and mortar, etc.)	<ul style="list-style-type: none"> ● Online auction ● Marketplace ● E-commerce ● Tradeshow ● Retail ● Brick and Mortar
STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES	
6.1 Explain the role of promotion	<ul style="list-style-type: none"> ● Inform ● Communicate ● Persuade ● Remind
6.2 Explain the components of a promotional mix (i.e., advertising, publicity, sales promotion, public relations, personal selling, etc.)	<ul style="list-style-type: none"> ● Advertising ● Public Relations ● Sales Promotion ● Personal Selling ● Direct Marketing
6.3 Differentiate among marketing plans, creative briefs, presentations, and pitch decks	<ul style="list-style-type: none"> ● Creative Briefs: Campaign background and objectives ● Pitch Desk: Business overview to investors, customers, partners, co-founders, etc. ● Marketing Plans: Reports including marketing objectives, market research, priorities and goals, strategies and key actions, performance indicators, and risk
6.4 Analyze the components of advertising and marketing campaigns (i.e., visuals, messaging, pricing strategy, placement, etc.)	<ul style="list-style-type: none"> ● Visuals ● Messaging ● Pricing Strategy ● Placement

6.5 Differentiate among marketing categories (i.e., viral, influencer, guerilla, grassroots, etc.)	<ul style="list-style-type: none"> ● Viral Marketing ● Influencer/Social Media Marketing ● Digital Marketing ● Guerilla Marketing ● Grassroots Marketing ● Interactive Marketing
6.6 Identify methods for evaluating the effectiveness of various advertising media (i.e., costs, key metrics, placement, reach, engagement, etc.)	<ul style="list-style-type: none"> ● Costs ● Key Metrics ● Placement ● Reach ● Engagement
6.7 Describe the purpose (e.g., to encourage repeat purchases and to increase visibility) of sales promotions (e.g., sweepstakes, coupons, contests, and specialty products)	<ul style="list-style-type: none"> ● Repeat purchases ● Sweepstakes, coupons, contests, and specialty products
6.8 Identify elements of a promotional budget that maximizes impact and minimizes cost	<ul style="list-style-type: none"> ● Revenue streams ● Cost structures ● ROI

Domain 2: Selling

Instructional Time: 35-45%

STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS

5.1 Describe the personal selling process/steps of the sale (i.e., the pre-approach, approach, determine needs, present the product, overcome objections, suggestion selling, close the sale, relationship building, etc.) Describe the personal selling process/steps of the sale	<ul style="list-style-type: none"> ● Pre-approach, approach (Types of Approach) ● Determine needs ● Present the product <ul style="list-style-type: none"> ○ (sense of urgency) ● Overcome objections <ul style="list-style-type: none"> ○ (listen, understand, respond, confirm) ● Suggestion selling <ul style="list-style-type: none"> ○ (upselling) ● Close the sale <ul style="list-style-type: none"> ○ contract signing, (overcoming last minute objections) ● Relationship building
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	<ul style="list-style-type: none"> ○ pre and post sale
5.2 Explore ethical issues involved in personal selling (e.g., high pressure sales and misrepresenting product information)	<ul style="list-style-type: none"> ● High-pressure sales <ul style="list-style-type: none"> ○ Risks associated with high quotas across a global company ● Misrepresenting product information <ul style="list-style-type: none"> ○ (False advertising)
5.3 Differentiate among sales methods [e.g., business-to-business (B2B), inbound and outbound, digital, direct, and business to consumer (B2C)]	<ul style="list-style-type: none"> ● Business-to-business (B2B) ● Inbound and outbound, digital, direct, and business to consumer (B2C)
5.4 Explain methods and sources for customer acquisition and retention (e.g., prospecting, cold-calling, networking, and referrals)	<ul style="list-style-type: none"> ● Prospecting ● Cold-calling ● Networking ● Referrals
5.5 Explain various payment methods and Point of Sales (POS) systems (i.e., credit, debit, peer-to-peer, mobile payment, etc.)	<ul style="list-style-type: none"> ● Credit, Debit ● Peer-to-peer ● Mobile payment
5.6 Discuss fraud and security issues related to sales (i.e., PIN theft, credit card skimming, identity theft, reward gaming, etc.)	<ul style="list-style-type: none"> ● PIN theft ● Credit card skimming <ul style="list-style-type: none"> ○ (Cloning) ● Identity theft ● Reward gaming
5.7 Explain common contract terms in sales and marketing (e.g., terms and conditions, confidentiality, intellectual property, exclusivity, negotiation, non-compete clauses, implied, express, offer, consideration, acceptance, and capacity)	<ul style="list-style-type: none"> ● Terms and conditions ● Confidentiality ● Intellectual property ● Exclusivity ● Negotiation ● Non-compete clauses ● Implied, express, offer, consideration, acceptance, and capacity
5.8 Explain the types and uses of sales contracts	<ul style="list-style-type: none"> ● Purchase orders ● Bill of sale ● Warranties and guarantees
5.9 Evaluate the role of metrics and analytics in a successful sales strategy	<ul style="list-style-type: none"> ● SEO, Data collection, reviews, testimonials

5.10 Identify strategies to convey product features and benefits (i.e., warranties, guarantees, etc.)	<ul style="list-style-type: none"> • Warranties • Guarantees
5.11 Identify common objections (i.e., need, product, source, price, time etc.) and develop responses (e.g., substitution, boomerang, question, superior-point, denial, demonstration, and third-party testimonial)	<ul style="list-style-type: none"> • Need, product, source, price, time • Substitution, boomerang, question, superior-point, denial, demonstration, third-party testimonial
5.12 Analyze how cultural and ethnic differences and diversity affect the selling process	<ul style="list-style-type: none"> • Globalization (intermediaries) • selling practices differing from country to country.
5.13 Evaluate the impact of evolving technologies on personal selling	<ul style="list-style-type: none"> • consumer to consumer app transactions (Paypal, Venmo Apple Pay etc) • Augmented reality • Artificial Intelligence /product specialists
5.14 Determine key factors in maintaining a customer base [e.g., customer relationship marketing (CRM) and loyalty]	<ul style="list-style-type: none"> • Customer relationship marketing (CRM) and loyalty
STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS	
3.1 Design a targeted customer profile based on market segmentation (e.g., psychographics, demographics, geographics, personas/avatar, and behaviors)	<ul style="list-style-type: none"> • Psychographics, demographics, geographics, personas/avatar, and behaviors
3.2 Distinguish between rational (cognitive) and emotional (affective) buying motives (i.e., Maslow Hierarchy of Needs)	<ul style="list-style-type: none"> • Maslow Hierarchy of Needs
3.3 Classify products by categories of goods (e.g., convenience, shopping, specialty, and impulse)	<ul style="list-style-type: none"> • Convenience, shopping, specialty, and impulse
3.4 Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior	<ul style="list-style-type: none"> • Company Image • Public Relations • Corporate Social Responsibility as a tool
3.5 Explain ways that segmentation can be used to identify target markets	<ul style="list-style-type: none"> • Segmentation strategies
3.6 Analyze the ways characteristics of various generations impact marketing and buying decisions (e.g., Baby Boomers, Generation X, Generation Y/Millennials, and Generation Z)	<ul style="list-style-type: none"> • Baby Boomers, Generation X, Generation Y/Millennials, and Generation Z
3.7 Identify ways that evolving technologies (e.g., s-commerce, e-commerce, and mobile technologies) affect marketing strategy	<ul style="list-style-type: none"> • S-commerce, e-commerce, and mobile technologies

3.8 Describe how personal values, cultural differences and diversity influence buying behavior (i.e., life stages, benefits sought, usage rate, brand loyalty, socioeconomic characteristics, etc.)	<ul style="list-style-type: none"> • Life stages, benefits sought, usage rate, brand loyalty, socioeconomic characteristics
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Domain 3: Distribution	
Instructional Time: 15%-20%	
STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES	
7.1 Explain the nature and scope of marketing information management [e.g., roles and responsibilities, customer relation management (CRM), content management software (CMS), and metrics and analytics]	<ul style="list-style-type: none"> • Roles and responsibilities • Customer relation management (CRM) • Content management software (CMS) • Metrics and analytics
7.2 Explain the nature of gathering consumer information (e.g., primary and secondary research, forced choice, open-ended questions, and quantitative and qualitative data)	<ul style="list-style-type: none"> • Market Research • Primary and secondary research • Types of questions: forced choice, open-ended questions • Quantitative and qualitative data
7.3 Identify the components and goals of a marketing plan	<ul style="list-style-type: none"> • Define the problem • Target Markets • Conduct research/Collect data • Analyze data • Marketing Strategy • Budget • Metrics
7.4 Compare and contrast marketing research methods (e.g., survey method, experimental method, and observation method)	<ul style="list-style-type: none"> • Survey method • Experimental method • Observation method
7.5 Use tools and technologies to gather, analyze, and interpret data (i.e., Excel, Google Forms, survey analytics, strengths, weaknesses, opportunities and threats (SWOT), environmental scan, etc.	<ul style="list-style-type: none"> • Excel • Google Forms • SWOT - strengths, weaknesses, opportunities and threats • PEST - political, economical, socio-economical/social, technological • Environmental scan
7.6 Assess how companies use data mining to identify new customers	<ul style="list-style-type: none"> • SEO • Sales Data • Loyalty cards • Targeted marketing

	<ul style="list-style-type: none"> ● Pattern tracking
STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS	
8.1 Explain the nature and scope of distribution and channels	<ul style="list-style-type: none"> ● Supply Chain ● Shipping ● Receiving ● Inventory controls ● Physical Distribution ● Direct and Indirect ● Intermediaries ● Consumer goods ● Industrial goods ● Services
8.2 Describe the process of new product and/or service development (e.g., idea generation, development, test marketing, and unique value proposition)	<ul style="list-style-type: none"> ● Idea generation ● Design thinking ● Product Development ● Test marketing ● Unique value proposition
8.3 Explore the logistics of physical and digital distribution	<ul style="list-style-type: none"> ● Plane ● Train ● Truck ● Boat ● Online channels
8.4 Differentiate between intermediary customers and end users (e.g., business, government, households, industry, nonprofit, retailers, and wholesalers)	<ul style="list-style-type: none"> ● Business ● Government ● Households ● Industry, ● Nonprofit, ● Retailers ● Wholesalers ● Agent ● Producers
8.5 Explain types of products (i.e., tangible, intangible, intellectual property,	<ul style="list-style-type: none"> ● Tangible ● Intangible, ● Intellectual property ● Digital (Apps)

8.6 Analyze the advantages and disadvantages of extending product lines, depth and width, when introducing new products and/or diversifying product mix traditional and emerging	<ul style="list-style-type: none"> ● Product mix ● Product lines ● Product depth ● Product width
8.7 Describe the stages of a product life cycle	<ul style="list-style-type: none"> ● Introduction ● Growth ● Maturity ● Decline
8.8 Discuss consumer laws and regulatory agencies (i.e., OSHA, CPA, ADA, etc.)	<ul style="list-style-type: none"> ● OSHA (Occupational Safety and Health Administration) ● CPA (Consumer Protection Agency) ● ADA (Americans with Disabilities Act)

Domain 4: Management

Instructional Time: 10%-15%

STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING

9.1 Describe the concept of management and the five management functions: planning, organizing, directing, staffing, and controlling	<ul style="list-style-type: none"> ● Planning, organizing, directing, staffing, and controlling ● Vertical & horizontal organization
9.2 Describe the roles, techniques, systems, and tools of human resource management in achieving business goals [i.e., support staff, supervisors, managers, entrepreneurs, Artificial Intelligence (AI), etc.]	<ul style="list-style-type: none"> ● Support staff, supervisors, managers, entrepreneurs ● Human Resource Management
9.3 Compare and contrast leadership and management styles	<ul style="list-style-type: none"> ● Autocratic ● Democratic ● Laissez-faire
9.4 Evaluate the role of corporate social responsibility and sustainability in organizational practices	<ul style="list-style-type: none"> ● Social responsibility ● Sustainability
9.5 Compare the types of business ownership (e.g., sole proprietorship, partnership, corporation, LLP, LLC, and franchises)	<ul style="list-style-type: none"> ● MKT Framework Sole proprietorship, partnership, corporations, LLPs and LLCs & Franchises
9.6 Differentiate between internal and external customers and their needs	<ul style="list-style-type: none"> ● Employee to employee ● Employee to customer

STANDARD STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES

10.1 Develop a marketing plan including cost models and a budget (e.g., fixed and variable expenses)	<ul style="list-style-type: none"> ● Fixed and variable expenses ● Predicted versus actual ROI
10.2 Interpret financial statements needed for marketing-related decision-making and planning (e.g., revenue, expenses, and net profit)	<ul style="list-style-type: none"> ● Profit & Loss Statement (P&L) ● Revenue, ● Expenses ● Net Profit
10.3 Describe sources of financing for business (i.e., credit, venture capital, cash, crowdfunding, etc.)	<ul style="list-style-type: none"> ● Credit ● Venture capital ● Small Business Administration (SBA) ● Cash vs loans ● Angel investors ● Crowdfunding
10.4 Analyze and forecast future sales revenue streams and potential risks	<ul style="list-style-type: none"> ● Revenue Stream ● Natural, Human & Economic Risks
10.5 Describe possible types of compensation in sales and marketing (e.g., commission, guarantee, bonus, salary, equity, and holdback)	<ul style="list-style-type: none"> ● Commission, guarantee, bonus, salary, equity, holdback, incentive
10.6 Explain the relationship between price and perceived quality (the price-value relationship)	<ul style="list-style-type: none"> ● Price value relationship
10.7 Derive pricing strategies based on corporate objectives (e.g., product line, loss leader, psychological, promotional packaging, penetration, and skimming) and positioning	<ul style="list-style-type: none"> ● Product line, loss leader, psychological, promotional packaging, penetration, price skimming, price fixing, price discrimination, and prestige pricing
10.8 Discuss how evolving technologies provide greater options for buyers and increase price competition	<ul style="list-style-type: none"> ● Economic Globalization

Domain 5: Economics

Instructional Time: 5%-10%

STANDARD STANDARD 1.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS

1.1 Describe the factors that affect economic decision making (e.g., supply, demand, scarcity, incentives, competition, productivity, surplus, and shortage)	<ul style="list-style-type: none"> ● Supply & Demand ● Scarcity ● Incentives ● Competition ● Productivity
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	<ul style="list-style-type: none"> ● Surplus & Shortage
1.2 Describe cost-benefit analysis, marginal analysis, and return on investment (ROI) as tools to evaluate economic issues	<ul style="list-style-type: none"> ● Cost-benefit analysis ● Marginal analysis ● Return on Investments (ROI)
1.3 Describe the impact of marketing on national and global economies	<ul style="list-style-type: none"> ● Marketing creates need
1.4 Determine the ways in which local, domestic, and international economic conditions affect marketing	<ul style="list-style-type: none"> ● Monetary & Fiscal policy
1.5 Explain competitive market structures (e.g., monopoly, monopolistic, oligopolistic, and pure competition) and the impact they have on marketing decisions	<ul style="list-style-type: none"> ● Monopoly, monopolistic, oligopolistic, pure competition
1.6 Describe economic indicators and trends [e.g., Gross Domestic Product (GDP), income and wages, unemployment rate, Consumer Price Index (CPI), interest rates, and balance of trade]	<ul style="list-style-type: none"> ● Gross Domestic Product (GDP) ● Income & Wages ● Unemployment Rate ● Consumer Price Index (CPI)
1.7 Describe the impact of the interconnected global economy on individuals and groups [e.g., balance of trade (BOT) and balance of payment (BOP)]	<ul style="list-style-type: none"> ● Balance of Trade (BOT) ● Balance of Payment (BOP)
1.8 Describe the benefits of personal financial literacy on the economy (i.e., income, spending, self-sufficiency, financial stability, saving money, investing money, planning for retirement, etc.)	<ul style="list-style-type: none"> ● Budget ● Investing ● Retirement Planning
1.9 Explain how buyers and sellers interact to create markets and market structures	<ul style="list-style-type: none"> ● Market Place ● Exchange ● Equilibrium Price
1.10 Describe the interdependent relationship between individuals and institutions (business organizations, financial institutions, and government agencies) in a market economy (e.g., the circular flow model)	<ul style="list-style-type: none"> ● Business Organizations ● Financial Institutions ● Government Agencies ● Circular Flow Model <ul style="list-style-type: none"> ○ product markets ○ factors markets ○ households ○ firms
1.11 Analyze the impact of global influences on price (e.g., currency exchange rates, tariffs, and distribution costs)	<ul style="list-style-type: none"> ● Exchange Rates ● Tariffs & Embargos ● Distribution Costs

	<ul style="list-style-type: none">• North Atlantic Free Trade Agreement (NAFTA)
1.12 Explain the concept of price elasticity	<ul style="list-style-type: none">• Elasticity and Inelasticity