

**Oakwood City School District
Make it Matter with Marketing**

Content Standards

I. Foundations of Marketing

- A. Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business and society.
 - 1. Explain ways companies show social responsibility for customers.
 - 2. Explain how organizations build strong customer relationships and customer value through marketing.
 - 3. Describe the factors that influence customer-business relationships (e.g., return policies, pricing, distribution, and advertising).
 - 4. Identify the elements of the marketing mix (e.g., price, product, place, and promotion).
 - 5. Describe the wide-scope of marketing--business-to-consumer, business-to-business, industrial, nonprofit, personal, government, and electronic.
 - 6. Explain how marketing discovers and satisfies consumer needs.

II. Consumers and Their Behavior

- A. Analyze the characteristics, motivations, and behaviors of consumers.
 - 1. Describe the impact of consumer differences (e.g., life stages and socioeconomic characteristics) on buying decisions.
 - 2. Describe characteristics of the changing domestic and global population (e.g. demographics, psychographics, geographics and socio-graphics).
 - 3. Differentiate between rational (cognitive) and emotional (affective) buying motives.
 - 4. Define market segmentation and describe how it is used.

5. Identify the tools of market segmentation (e.g., demographics, psychographics, and geographics).
6. Describe the states in the consumer purchase decision process.
7. Identify major psychological influences on consumer behavior.
8. Identify the major sociocultural influences on consumer behavior.

III. The Marketing Mix

- A. Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
 1. Classify products in consumer categories (e.g., convenience, shopping and speciality goods).
 2. Identify ways to improve existing product and services.
 3. Examine global opportunities for new products.
 4. Explain the functions of packaging and why each is important.
 5. Identify the common elements of packaging.
 6. Explain ethical and socially responsible considerations of packaging.
 7. Describe the interaction between brand and price.
 8. Recognize the purpose of brands.
 9. Identify qualities of an effective brand.
 10. Explain the impact of brands on consumer behavior.
 11. Examine reasons for brand loyalty.
 12. Identify examples of brands with staying power and suggest reasons for their longevity.
 13. Identify branding concepts such as brand theory and brand demand.
 14. Define product mix.
 15. Illustrate how product mix is impacted by consumer demand.
 16. Explain the role of the different levels in a channel distribution.
 17. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
 18. Describe evolving technologies (e.g., the Internet) as a channel of distribution.
 19. Explain the relationship between price and perceived quality (the price-value relationship).

20. Identify pricing strategies (e.g., line, loss leader, psychological , penetration and skimming) and situations in which each is applicable.
21. Calculate a product's price using different pricing methods.
22. Evaluate factors used to determine media selection.
23. Identify the various media available for advertising.
24. Evaluate factor used to determine media selection.
25. Identify methods for evaluation the effectiveness of various forms of advertising (e.g., print, broadcast and electronics).
26. Identify various forms of sales promotions (e.g., sweepstakes, coupons, contests, and specialty products).
27. Describe the purpose of various types of promotion (e.g., encouraging repeat purchases and building traffic).
28. Evaluate various forms of sales promotions.
29. Identify new technologies as effective forms of sales promotion.
30. Identify various forms of public relations activities.
31. Differentiate between public relation activities and publicity.
32. Examine the role of personal selling in the promotion mix.

IV. Marketing Research

- A. Analyze the role of marketing research in decision making.
 1. Identify the reason for conducting market research.
 2. Differentiate between primary and secondary sources of data.
 3. Identify sources of secondary data (e.g., electronic and library).
 4. Identify the methods for collecting primary data (e.g. focus groups and surveys).