

Business

Marketing

2007

Foundation of Marketing	Consumers and Their Behavior	External Factors Affecting Marketing	Marketing Mix	Marketing Research	Marketing Plan
<p>Definition: Understand the basic economic and business foundations that support the functions of marketing.</p>	<p>Definition: Analyze the characteristics, motivations, and behaviors of consumers.</p>	<p>Definition: Analyze the influence of external factors on marketing.</p>	<p>Definition: Analyze the elements of the marketing mix (product, price, place, promotion) and how they are used in marketing process.</p>	<p>Definition: Analyze the role of marketing research in decision-making.</p>	<p>Definition: Describe the elements, design and purposes of a marketing plan.</p>
<p>Questions: Why is economics important? Why are communication skills important? Why are there business foundations?</p>	<p>Questions: Who is a consumer? What motivates consumers to buy products/services?</p>	<p>Questions: Does business operate in isolation? Who are stakeholders?</p>	<p>Questions: Is marketing just “advertising?” Why is personal selling a part of the marketing mix?</p>	<p>Questions: What are the uses of marketing research? Why is research essential?</p>	<p>Questions: How does a marketing plan influence a business’ decisions?</p>
<p>Indicators: 1. Describe basic economic systems. 2. Explain basic economic concepts. 3. Analyze basic business communications. 4. Identify business fundamentals of management and entrepreneurship. 5. Utilize technology to compile, organize and evaluate business information.</p>	<p>Indicators: 6. Describe characteristics of consumer behavior. 7. Explain market segmentation and target markets.</p>	<p>Indicators: 8. Identify specific regulations/laws and their impact on marketing. 9. Identify ethical issues and their impact on marketing. 10. Determine the ways economic conditions affect marketing. 11. Describe ways competition affects marketing decisions. 12. Recognize influence of stakeholder on marketing decision. 13. Analyze ways that marketers respond to concerns of cultural groups. 14. Determine ways of marketing products using technology.</p>	<p>Indicators: 15. Examine product classification and new product development. 16. Recognize and evaluate direct and indirect channels of distribution. 17. Identify pricing strategies. 18. Calculate a product’s price using different pricing methods. 19. Examine the various forms of promotion – advertising, sales promotion, public relations / publicity and personal selling.</p>	<p>Indicators: 20. Identify reasons for conducting marketing research. 21. Describe procedures for conducting marketing research. 22. Conduct marketing research.</p>	<p>Indicators: 23. Explain why a marketing plan is essential. 24. Identify the components of a marketing plan. 25. Identify the goals of a marketing plan.</p>