

# Statewide Dual Credit Learning Objectives

## Principles of Marketing

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### Unit 1: What is Marketing?

#### Explain the role of marketing in organizations and society and how it impacts individuals

##### 1.1 Define marketing

- 1.1.1 Explain how the marketplace addresses customer wants and needs by creating opportunities for the exchange of products, services, and experiences
- 1.1.2 Describe the role marketing plays in facilitating the exchange of value

##### 1.2 Identify evidence of marketing in everyday life

- 1.2.1 Recognize marketing activities in daily life
- 1.2.2 Explain the differences between marketing, advertising, branding, and sales

##### 1.3 Demonstrate a clear understanding of the marketing concept

- 1.3.1 Define the production concept, the product concept, the selling concept, and the marketing concept

##### 1.4 Describe the role of marketing in building and managing customer relationships

- 1.4.1 Define the concept of customer lifetime value
- 1.4.2 Explain why customer relationship-building is a central purpose of marketing

##### 1.5 Describe how different types of organizations, such as non-profits, consumer product (B–C) firms and business-to-business (B–B) organizations, use marketing

- 1.5.1 Explain the difference between a customer and a consumer
- 1.5.2 Define different types of organizations including B2C, B2B and nonprofit organizations
- 1.5.3 Provide examples of how each type of organization uses marketing

##### 1.6 Explain how marketing creates value for the consumer, the company, and society

- 1.6.1 Explain the benefits consumers derive from marketing activity
- 1.6.2 Explain the benefits companies and organizations derive from marketing activity
- 1.6.3 Explain the benefits society derives from marketing activity
- 1.6.4 Describe how an understanding of marketing makes people more informed as both consumers and participants in society

### Unit 2: Marketing Function

#### Identify the primary marketing activities of an organization

##### 2.1 Explain why the customer is the cornerstone of marketing

- 2.1.1 Explain why the customer is the cornerstone of marketing

##### 2.2 Briefly explain the concepts of segmentation and targeting

- 2.2.1 Briefly explain the concepts of segmentation and targeting

##### 2.3 Define and communicate an organization's value proposition in a competitive marketplace

- 2.3.1 Define and communicate an organization's value proposition in a competitive marketplace

##### 2.4 Evaluate examples of value propositions

- 2.4.1 Evaluate examples of value propositions

##### 2.5 Describe the marketing mix

- 2.5.1 Describe the marketing mix

##### 2.6 Explain how organizations use the marketing mix (often called the four Ps) to market to their target customers

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##### 2.7 Explain the role of a marketing plan as a guiding document for marketing activities

- 2.7.1 Explain the role of a marketing plan as a guiding document for marketing activities

### Unit 3: Segmentation and Targeting

#### Determine market segments and target customers

##### 3.1 Explain the purpose of segmentation and targeting in marketing

3.1.1 Explain the purpose of segmentation and targeting in marketing

**3.2 Describe several segmentation approaches**

3.2.1 Describe several segmentation approaches

**3.3 Explain the process of selecting an appropriate segmentation approach and deciding which customer segments to target for marketing activities**

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**3.4 Explain how targeting influences each element of marketing mix**

3.4.1 Explain how targeting influences each element of marketing mix

**Unit 4: Marketing Strategy Explain how a marketing strategy supports an organization's corporate strategy**

**4.1 Evaluate how marketing strategies align with corporate strategies**

4.1.1 Define strategy, tactics, and objectives

4.1.2 Describe how to align mission, strategy, and objectives

4.1.3 Explain the role of marketing strategy in corporate strategy

**4.2 Explain the inputs and components of a marketing strategy**

4.2.1 Identify the inputs to the marketing strategy

4.2.2 Describe how a marketing strategy optimizes the marketing mix

4.2.3 Discuss the role of budget, implementation, and evaluation in the marketing strategy

**4.3 Show how common analytic tools are used to inform the organization's strategy**

4.3.1 Conduct a SWOT analysis and describe how it informs the organization's marketing strategy

4.3.2 Explain how businesses use the Boston Consulting Group matrix to inform growth strategies

4.3.3 Explain how businesses use the strategic growth matrix to inform growth strategies

**4.4 Give some examples of corporate strategies, including market penetration strategy, market development strategy, product development strategy and diversification strategy**

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**4.5 Explain how the development and maintenance of customer relationships are an essential part of an organization's marketing strategy**

4.5.1 Describe how businesses use buyer personas to better understand the target customer

4.5.2 Define customer relationship management

**Unit 5: Ethics and Social Responsibility**

**Apply principles of ethics and social responsibility in marketing**

**5.1 Describe the types of ethical and social responsibility issues that marketing must address**

5.1.1 Describe the types of ethical and social responsibility issues that marketing must address

**5.2 Explain the laws that regulate marketing**

5.2.1 Explain the laws that regulate marketing

**5.3 Explain how ethical dilemmas in B2B marketing differ from those in consumer marketing**

5.3.1 Explain how ethical dilemmas in B2B marketing differ from those in consumer marketing

**5.4 Describe measures companies take to ensure ethical behavior**

5.4.1 Describe measures companies take to ensure ethical behavior

**5.5 Explain how demonstrating corporate social responsibility can impact marketing**

5.5.1 Explain how demonstrating corporate social responsibility can impact marketing

**Unit 6: Marketing Information and Research**

**Use marketing information and research to develop marketing strategies for organizations**

**6.1 Explain the role of marketing information in helping organizations understand and reach customers**

6.1.1 Define marketing information

6.1.2 Explain why organizations use marketing information to provide customer insights

**6.2 Describe key types of marketing information including internal data, competitive intelligence, and marketing research**

6.2.1 Explain the types of insights provided by each type of marketing information

6.2.2 Describe how organizations manage marketing information

**6.3 Outline a standard process for using marketing information and research to address an organization's strategic questions**

6.3.1 Identify the steps of conducting a marketing research project

6.3.2 Outline a standard process for using marketing information and research to address an organization's strategic questions

**6.4 Recognize alternative methods for conducting marketing research, including primary and secondary research methods**

6.4.1 Describe primary research methods and the types of information they yield

6.4.2 Explain the pros and cons of in-person, telephone, and online research methods

6.4.3 Describe secondary market research and the types of insights it produces

**6.5 Identify major sources of available marketing data**

6.5.1 Identify major sources of available marketing data

**6.6 Explain how Customer Relationship Management (CRM) systems can help organizations manage and gain customer insights from marketing information**

6.6.1 Define CRM systems and explain their purpose

6.6.2 Describe the types of marketing information CRM systems can capture and why it is valuable for generating customer insights

**6.7 Use marketing information to inform the marketing strategy**

6.7.1 Explain and provide examples of how marketers can use marketing information to improve the marketing mix

**Unit 7: Consumer Behavior Use information about consumer behavior to inform marketing strategy and tactics**

**7.1 Describe the stages of the buying process**

7.1.1 Describe the stages of the buying process

**7.2 Explain the different buying processes for low-involvement and high-involvement products**

7.2.1 Explain the different buying processes for low-involvement and high-involvement products

**7.3 Describe the major factors that influence consumer purchasing decisions**

7.3.1 Describe situational factors that influence what and when consumers buy

7.3.2 Describe personal factors that influence what and when consumers buy, including demographics, life stage and lifestyle

7.3.3 Describe psychological factors that influence what and when consumers buy, including motivation, perceptions, beliefs and learning

Sub: Explain motivation and Maslow's hierarchy of needs as it pertains to marketing

7.3.4 Describe social factors that influence what and when consumers buy, including culture, subculture, social class, family, and reference groups

Sub: Discuss the impact of culture on marketing in different countries

**7.4 Explain the B2B buying process and key factors influencing B2B purchasing decisions**

7.4.1 Explain the B2B purchasing decision process

7.4.2 Describe factors influencing B2B purchasing decisions

7.4.1 Differentiate between B2C and B2B purchasing decisions

**Unit 8: Positioning**

**Create a product or service positioning statement that aligns with a value proposition and a target segment**

**8.1 Define positioning and differentiation, and explain why they are important to marketing a product or service**

8.1.1 Define positioning and differentiation

8.1.2 Explain the relationship between positioning and value proposition

8.1.3 Explain the importance of positioning in executing segmentation and targeting strategy

**8.2 Explain the process of selecting a positioning and differentiation strategy**

8.2.1 Explain the concept of competitive advantage and how it relates to positioning strategy

- 8.2.2 Differentiate between product features and benefits
- 8.2.3 Explain positioning (perceptual) maps
- 8.2.4 Identify common positioning strategies

### **8.3 Develop and evaluate positioning statements based on defined criteria**

- 8.3.1 Describe a standard structure for positioning statements
- 8.3.2 Outline criteria for a strong positioning statement
- 8.3.3 Recognize good examples of positioning statements
- 8.3.4 Create a positioning statement aligned with a value proposition and target audience

### **8.4 Explain repositioning and the associated risks and complexities of repositioning a product or service**

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### **8.5 Describe the process of implementing a positioning strategy**

- 8.5.1 Adjust marketing mix to deliver on positioning strategy
- 8.5.2 Develop promotion strategy based on new positioning
- 8.5.3 Measure effectiveness

## **Unit 9: Branding**

### **Analyze elements of a brand and explain how the brand-building process contributes to success of products or services**

#### **9.1 Describe the elements of brand and how brands add value to an organization's products and services**

- 9.1.1 Define brand
- 9.1.2 Explain elements that contribute to a brand and the brand-building process
- 9.1.3 Explain how brands contribute value to organizations and consumers
- 9.1.4 Describe different types of brands

#### **9.2 Define brand equity and its role in measuring brand strength**

- 9.2.1 Explain the concept of brand equity
- 9.2.2 Discuss why and how marketers measure brand equity

#### **9.3 Explain how marketers use brand positioning to align marketing activities and build successful brands**

- 9.3.1 Explain the concept of brand positioning
- 9.3.2 Discuss techniques marketers use to achieve strong brand positioning and alignment
- 9.3.3 Discuss elements of brand including brand promise, brand voice and personality and brand positioning

#### **9.4 Explain the importance of name selection in the success of a brand**

- 9.4.1 Discuss the connection between brand and name
- 9.4.2 Outline key steps in the naming process

#### **9.5 Discuss the role of packaging in the brand-building process**

- 9.5.1 Discuss the role of packaging in the brand-building process

#### **9.6 Explain key strategies for developing brands including brand ownership, brand and line extensions, co-branding and licensing the brand-building process**

- 9.6.1 Explain key strategies for developing brands including brand ownership, brand and line extensions, co-branding and licensing the brand-building process

## **Unit 10: Product Marketing**

### **Make product marketing decisions based on product life cycle and product portfolio structure**

#### **10.1 Explain what a product is and the importance of products in the marketing mix**

- 10.1.1 Define a product
- 10.1.2 Identify difference between products that offer goods vs. services
- 10.1.3 Explain how to argue a product with services
- 10.1.4 Define product marketing
- 10.1.5 Explain the role of product marketing in the marketing mix

#### **10.2 Discuss the product life cycle and its implications for marketing**

- 10.2.1 Identify the stages of the product life cycle
- 10.2.2 Explain the unique marketing requirements of each stage
- 10.2.3 Identify challenges with using product lifecycle in marketing

### **10.3 Explain product portfolio management and how it relates to the organization's marketing strategy and tactics**

- 10.3.1 Define the product portfolio and explain its use in marketing
- 10.3.2 Identify marketing strategies and tactics used to achieve portfolio objectives
- 10.3.3 Explain why new products are crucial to an organization's success

### **10.4 Describe the new-product development process**

- 10.4.1 Explain how new products are planned
- 10.4.2 Identify approaches to generate new product ideas
- 10.4.3 Identify methods to evaluate new product ideas
- 10.4.4 Explain the processes to create and commercialize new products

### **10.5 Identify the challenges associated with marketing a new product successfully**

- 10.5.1 Explain common challenges of new products
- 10.5.2 Identify approaches to improving the success of new products

## **Unit 11: Pricing Strategies**

### **Use pricing strategies to enhance marketing of products and services**

#### **11.1 Discuss how price affects the value of an organization's products or services**

- 11.1.1 Describe the customer view of value and pricing
- 11.1.2 Discuss psychological factors in pricing

#### **11.2 Explain the primary factors to consider in pricing**

- 11.2.1 Explain company objectives in the pricing strategy
- 11.2.2 Define break-even pricing
- 11.2.3 Describe how competition affects pricing strategies
- 11.2.4 Describe the benefit of value-based pricing for customers

#### **11.3 Compare common pricing strategies**

- 11.3.1 Explain why a company would use skim pricing
- 11.3.2 Explain why a company would use penetration pricing
- 11.3.3 Explain why a company would use cost-oriented pricing
- 11.3.4 Explain how price discounting is used and why it can be effective

#### **11.4 Explain price elasticity and how it can be used to set price**

- 11.4.1 Define elasticity
- 11.4.2 Explain the impact of elasticity on price changes
- 11.4.3 Identify examples of products with elastic and inelastic demand

#### **11.5 Explain the use of competitive bidding for B2B pricing**

- 11.5.1 Describe the competitive bidding process
- 11.5.2 Describe the role of pricing in the competitive bid

## **Unit 12: Place - Distribution Channels**

### **Evaluate how to use distribution channels to market an organization's products and services effectively**

#### **12.1 Explain what channels of distribution are, why organizations use them, and how they affect the marketing of products or services**

- 12.1.1 Explain what channels of distribution are, why organizations use them, and how they affect the marketing of products or services

#### **12.2 Describe common distribution channels**

- 12.2.1 Describe common distribution channels

#### **12.3 Describe types of retailers and explain how they are used as a channel of distribution**

- 12.3.1 Describe types of retailers and explain how they are used as a channel of distribution

#### **12.4 Explain how a channel of distribution can influence consumers' buying decisions**

- 12.4.1 Identify the components of a supply chain
- 12.4.2 Define integrated supply chain management
- 12.4.3 Explain the impact of the supply chain on the distribution strategy

## Unit 13: Promotion – Integrated Marketing Communication (IMC)

### Demonstrate how organizations use integrated marketing communication (IMC) to support their marketing strategies

- 13.1 Explain integrated marketing communication (IMC) and its connection to the organization’s marketing strategy.**
  - 13.1.1 Define integrated marketing communication (IMC).
  - 13.1.2 Explain how IMC strengthens the impact of marketing communication tools.
  - 13.1.3 List the primary marketing communication methods marketers use as part of their IMC strategy.
- 13.2 Discuss how to develop effective messaging for marketing communications.**
  - 13.2.1 Explain the role of consistent messaging in strengthening the impact of marketing communications.
- 13.3 Explain factors to consider when selecting marketing communication methods to execute the strategy.**
  - 13.3.1 Discuss the AIDA model and the role of marketing communications to help move contacts towards a purchasing decision.
  - 13.3.2 Explain the S.M.A.R.T. model for developing IMC goals and objectives.
  - 13.3.3 Discuss the process of selecting marketing communication methods and tactics to fit the target audience and marketing objectives.
- 13.4 Describe common methods of marketing communication, their advantages, and disadvantages.**
  - 13.4.1 Explain Advertising.
  - 13.4.2 Explain public relations, including media, press releases, thought leadership, sponsorships, and events.
  - 13.4.3 Explain sales promotions.
  - 13.4.4 Explain personal selling.
  - 13.4.5 Explain direct marketing, including traditional and digital forms of direct marketing.
  - 13.4.6 Explain guerilla marketing.

## Unit 14: Digital and Social Marketing

### Demonstrate how organizations use digital and social marketing to support their marketing strategies

- 14.1 Define social media**
  - 14.1.1 Describe the common characteristics of social media technologies and user behaviors that occur on social media websites.
  - 14.1.2 Discuss how social media increases brand awareness and customer engagement in integrated marketing communications.
  - 14.1.3 Give examples of how brands use affiliate marketing and social network advertising, search engine marketing and mobile advertising
  - 14.1.4 Discuss the pros and cons of marketing via smartphones, computer, tables, and other mobile devices.
  - 14.1.5 Describe how social media aids the study and measurement of consumer behavior.
  - 14.1.6 Discuss technology factors that have led to the rise of consumer-generated digital content.
- 14.2 Discuss social media and technology trends**
  - 14.2.1 Explain the relationship between behavioral targeting and online consumer behavior, and how behavioral marketing influences online advertising.
  - 14.2.2 Describe the four types of mobile social media applications and how they are used in social media marketing.
  - 14.2.3 Give examples of social media companies that are used for real-time and location-based web marketing.
- 14.3 Explain marketing research and consumer-created content in digital media**
  - 14.3.1 Discuss how digital media is used to conduct marketing research.
  - 14.3.2 Explain how digital technologies expose organizations and consumers to privacy issues.
  - 14.3.3 Give examples of fraudulent techniques and consumer tools used to fight them.
- 14.4 Explain social media strategy**
  - 14.4.1 Explain the importance of social media strategy and how it relates to overall marketing goals. occur on social media websites.
- 14.5 Use social media to solve business challenges**

- 14.5.1 Explain two-way communication and how it occurs on social media. behavioral marketing influences online advertising.
- 14.5.2 Explain community management on digital platforms.
- 14.5.3 Explain how customer service takes place over social media.
- 14.5.4 Explain the relationship between social media and reputation management.
- 14.5.5 Explain how social media can lead to insight and research.

#### **14.6 Create a social media strategy**

- 14.6.1 Describe the considerations you need to take about your brand and organization when putting together a social media strategy.
- 14.6.2 Explain how objectives and an action plan influence a social media plan.

### **Unit 15: Marketing Globally**

#### **Identify issues organizations face and approaches they use when marketing to different countries and cultures**

#### **15.1 Describe globalization and the major benefits and challenges it poses for multinational organizations penetrating global markets**

- 15.1.1 Define globalization
- 15.1.2 Explain key benefits and challenges of globalization

#### **15.2 Describe common approaches used by organizations to compete successfully on a global scale**

- 15.2.1 Discuss common strategies businesses use to enter global markets
- 15.2.2 Explain the pros and cons of global standardization theory with regard to product marketing and marketing communications
- 15.2.3 Explain how the basic principles of marketing apply to global marketing

#### **15.3 Explain the importance of understanding how demographic, cultural and institutional factors shape the global marketing environment**

- 15.3.1 Describe the considerations you need to take about your brand and organization when putting together a social media strategy.
- 15.3.2 Explain how objectives and an action plan influence a social media plan.

### **Unit 16: Marketing Plan**

#### **Develop a marketing plan**

#### **16.1 Identify the key elements of the marketing plan**

- 16.1.1 Identify the key elements of the marketing plan

#### **16.2 Present a marketing plan**

- 16.2.1 Identify appropriate media and format for presenting a marketing plan
- 16.2.2 Apply recommended practices about how to organize content an informational presentation