



***Department of Teaching & Learning***  
***Parent/Student Course Information***

***Marketing & Marketing Co-Op***  
***(ME8120 & ME8121)***  
***One Year, One Credit***  
***Grades 9, 10, 11 or 12***

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

**COURSE DESCRIPTION**

Students examine activities in marketing and business important for success in marketing employment and post-secondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues and the impact of technology on the marketplace. This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOL). Computer/technology applications and DECA activities enhance the course.

**CERTIFICATION**

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

**COOPERATIVE EDUCATION (CO-OP)**

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

**STUDENT ORGANIZATION**

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

**PREREQUISITE**

None

## **OPTIONS FOR NEXT COURSE**

Enrollment for the Advanced Entrepreneurship & Innovation course should be based on student performance, teacher recommendation and parent input.

## **REQUIRED STUDENT TEXTBOOK**

*Marketing Essentials, 2016*

## **COMPETENCIES FOR MARKETING**

### **Demonstrating Personal Qualities and Abilities**

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

### **Demonstrating Interpersonal Skills**

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

### **Demonstrating Professional Competencies**

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

### **Examining All Aspects of an Industry**

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

### **Addressing Elements of Student Life**

- 31 Identify the purposes and goals of the student organization.

- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

### **Exploring Work-Based Learning**

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

### **Examining Marketing and Business**

- 39 Analyze the marketing concept and its historical development.
- 40 Explain the components of the marketing mix.
- 41 Explain the functions involved in marketing goods and services.
- 42 Describe trends in marketing.
- 43 Explain the different types of organizations (for-profit, non-profit, government).
- 44 Explain the nature of business activities.

### **Planning for Business Operations**

- 45 Identify the parts of a business plan.
- 46 Identify the parts of a marketing plan.
- 47 Explain basic financial statements.

### **Communicating in the Workplace**

- 48 Describe the communications process.
- 49 Demonstrate the effects of nonverbal communication on interactions with others.
- 50 Write various types of basic business communications.
- 51 Demonstrate telephone etiquette.
- 52 Demonstrate online etiquette.
- 53 Explain concerns related to electronic device use.

### **Examining Technology in Marketing**

- 54 Analyze the impact of technology on marketing.
- 55 Use technology to perform marketing tasks.

### **Developing Professionalism in the Workplace**

- 56 Use customers', coworkers', and managers' feedback to improve performance.
- 57 Explain the importance of diversity within the work environment.
- 58 Examine ethical behavior in the workplace.
- 60 Demonstrate positive working relationships.
- 61 Demonstrate professional workplace behavior.

### **Understanding Economics in Organizations**

- 62 Describe the nature of economics, economic activities and economic resources.
- 63 Describe the effects of competition on for-profit and not-for-profit organizations.
- 64 Compare different types of business ownership.
- 65 Analyze the role of profit in private enterprise.

## **Introducing Information Driven Marketing**

66 Explain the role of marketing information.

## **Developing Product/Service Planning Skills**

69 Identify the role of product/service planning in marketing.

70 Describe types of product/service mix strategies.

71 Describe product/service life cycles.

72 Describe the importance of branding in marketing.

74 Explain the use of national and private brand names in marketing.

## **Examining Channel Management**

75 Explain the concept of channel management.

76 Describe the channels of distribution.

## **Understanding Product/Service Positioning**

78 Describe market identification and segmentation.

79 Explain positioning and its relationship to target market.

80 Identify the competition for a selected product or service.

81 Determine the product/service's position relative to those of the competition.

82 Identify the target market of the selected product/service.

83 Determine the most effective channels to position the selected product/service.

## **Pricing Products and Services**

84 Explain key factors in determining selling price.

86 Describe the relationship between supply and demand and its effects on price.

## **Promoting Products and Services**

87 Examine the concept of promotional mix.

89 Describe the technology used to market goods and services.

90 Compare various types of promotional media.

91 Identify components of print ads.

93 Explain the concept of visual merchandising.

94 Explain advertising campaigns.

97 Describe ethical issues related to promotion.

## **Selling Products and Services**

98 Identify the various types of selling and the tools used for each.

100 Explain the importance of customer service.

101 Describe how to receive and handle customer complaints and compliments.

102 Explain customers' buying motives.

103 Demonstrate the selling process for a selected product or service.

104 Demonstrate how to process a sale.

## **Understanding Risk Management**

105 Explain the nature and types of business risk.

107 Explain security issues related to business.

## **Developing a Career**

109 Research career opportunities in marketing.

111 Develop/update a résumé.

- 112 Describe the steps for posting an electronic résumé.
- 113 Develop a digital résumé and portfolio.
- 114 Update a cover letter.
- 115 Complete a job application.
- 116 Complete an employment interview.
- 117 Complete a follow-up to an employment interview.
- 121 Identify procedures to follow in resigning from a position.

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For further information, please call (757) 263-1070.

### **Notice of Non-Discrimination Policy**

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The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at [Gina.Mancuso-Sidhu@vbschools.com](mailto:Gina.Mancuso-Sidhu@vbschools.com).

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