

PRINCIPLES OF MARKETING

MIS03 04080

An instructor must hold the License Code: 04006-CTE Marketing Education to be qualified to teach this course.

Principles of Marketing is an introductory course that develops student understanding and skills in such areas as business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management. Students acquire knowledge of fundamental business activities and factors affecting business, develop verbal and written communication skills, use information literacy skills, utilize job-seeking strategies, and participate in career planning. It is the introductory course for the Business Administration Program of Study for Marketing Education.

Credit ½ or 1 credit

Level Grades 9-12

Quarter 1

Student Competencies

	Explain the goals of the Principles of Marketing course
	Discuss classroom operations and procedures
	Discuss the purposes of CTSO and its activities
2.2.1	Utilize note-taking strategies (CO:085) (CS)
2.2.2	Organize information (CO:086) (CS)
12.1.2	Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)
4.2.1	Explain the role of business in society (EC:070, EC LAP 20) (CS)
4.1.6	Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)
4.1.1	Explain the concept of economic resources (EC:003, EC LAP 14) (CS)
4.1.2	Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)
4.1.3	Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS)
2.1.2	Employ communication styles appropriate to target audience (CO:084) (CS)
3.1.1	Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
4.1.4	Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)
4.1.5	Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)
2.1.3	Defend ideas objectively (CO:061) (CS)

	4.2.2	Describe types of business activities (EC:071, EC LAP 19) (CS)
	2.1.4	Handle telephone calls in a businesslike manner (CO:114) (CS)
	2.1.5	Participate in group discussions (CO:053, QS LAP 29) (CS)
	13.1.1	Explain the concept of management (SM:001, SM LAP 3) (CS)
	8.1.1	Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)
	10.1.1	Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)
	7.5.2	Explain the concept of accounting (FI:085, FI LAP 5) (CS)
	7.7.1	Explain the role of finance in business (FI:354, FI LAP 7) (CS)
	11.1.1	Explain the nature of operations (OP:189, OP LAP 3) (CS)
Quarter 2		
Student Competencies		
	11.7.1	Explain the concept of production (OP:017, OP LAP 4) (CS)
	11.6.1	Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)
	9.2.1	Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)
	9.1.1	Discuss the nature of information management (NF:110, NF LAP 3) (CS)
	9.1.2	Assess information needs (NF:077) (CS)
	9.1.3	Obtain needed information efficiently (NF:078) (CS)
	9.2.2	Explain the role of information systems (NF:083) (PQ)
	9.2.3	Discuss principles of computer systems (NF:084) (PQ)
	9.2.4	Use basic operating system (NF:085) (PQ)
	9.2.5	Describe the scope of the Internet (NF:086) (PQ)
	9.2.8	Demonstrate basic web-search skills (NF:006) (PQ)
	9.1.4	Evaluate quality and source of information (NF:079) (CS)
	9.1.5	Apply information to accomplish a task (NF:080) (CS)
	9.2.6	Demonstrate basic e-mail functions (NF:004) (PQ)
	2.3.1	Explain the nature of effective written communications (CO:016) (CS)
	2.3.2	Select and utilize appropriate formats for professional writing (CO:088) (CS)
	11.6.2	Place orders/reorders (OP:016) (CS)
	2.3.4	Write professional e-mails (CO:090) (CS)
	2.3.3	Edit and revise written work consistent with professional standards (CO:089) (CS)
	11.6.3	Maintain inventory of supplies (OP:031) (CS)
	9.2.7	Demonstrate personal information management/productivity applications (NF:005) (PQ)
	9.2.9	Demonstrate basic word processing skills (NF:007) (PQ)
	12.4.1	Explain the need for innovation skills (PD:126, LAP-PD-018) (CS)
	9.2.10	Demonstrate basic presentation applications (NF:008) (PQ)
		Semester Exam

Quarter 3**Student Competencies**

2.2.3	Select and use appropriate graphic aids (CO:087) (CS)
9.2.12	Demonstrate basic spreadsheet applications (NF:010) (PQ)
4.3.1	Explain the types of economic systems (EC:007, EC LAP 17) (CS)
4.3.3	Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)
4.3.4	Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)
4.3.5	Determine factors affecting business risk (EC:011, EC LAP 3) (CS)
4.3.6	Explain the concept of competition (EC:012, EC LAP 8) (CS)
4.5.1	Explain the concept of productivity (EC:013, EC LAP 18) (CS)
4.4.1	Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
11.2.1	Describe health and safety regulations in business (OP:004) (PQ)
1.2.1	Explain types of business ownership (BL:003, BL LAP 1) (CS)
12.5.1	Assess personal interests and skills needed for success in business (PD:013) (PQ)
9.1.6	Store information for future use (NF:081) (CS)
9.2.11	Demonstrate basic database applications (NF:009) (PQ)
12.5.2	Analyze employer expectations in the business environment (PD:020) (PQ)
12.5.3	Explain the rights of workers (PD:021) (PQ)
11.2.2	Report noncompliance with business health and safety regulations (OP:005) (PQ)
12.5.4	Identify sources of career information (PD:022) (CS)
12.4.2	Make decisions (PD:017; QS LAP 2, PD LAP 10) (CS)
12.5.5	Identify tentative occupational interest (PD:023) (CS)
11.3.3	Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)

Quarter 4**Student Competencies**

12.5.6	Explain employment opportunities in business (PD:025, PD LAP 15) (CS)
11.3.4	Follow safety precautions (OP:007) (PQ)
11.3.5	Maintain a safe work environment (OP:008) (CS)
11.3.6	Explain procedures for handling accidents (OP:009) (CS)
4.2.6	Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
12.6.1	Utilize job-search strategies (PD:026) (PQ)
11.3.7	Handle and report emergency situations (OP:010) (CS)
4.2.5	Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)
12.6.6	Prepare a résumé (PD:031) (CS)
4.2.4	Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)

	12.6.5	Write a letter of application (PD:030) (CS)
	4.2.7	Explain how organizations adapt to today's markets (EC:107, EC LAP 25) (SP)
	12.4.3	Demonstrate problem-solving skills (PD:077; QS LAP 26, PD LAP 17) (CS)
	12.6.2	Complete a job application (PD:027) (PQ)
	4.2.3	Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)
	12.6.3	Interview for a job (PD:028) (PQ)
	12.6.4	Write a follow-up letter after job interviews (PD:029) (CS)
	12.7.1	Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)
	12.7.2	Explain the need for ongoing education as a worker (PD:033) (PQ)
	12.7.3	Explain possible advancement patterns for jobs (PD:034) (PQ)
	11.4.1	Explain routine security precautions (OP:013) (CS)
	11.4.2	Follow established security procedures/policies (OP:152) (CS)
	11.4.3	Protect company information and intangibles (OP:153) (CS)
		Course Assessment
		Final Exam