

Course Title: Marketing Applications (EDITS)			
Course Number: 8827120			
NGSSS Benchmark	Content Focus	Number of Questions	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 13.0 Solve problems using critical thinking skills, creativity and innovation			
13.01 or	Employ critical thinking skills independently and in teams to solve problems and make decisions.	1	1 Level 2 or 3
13.02	Employ critical thinking and interpersonal skills to resolve conflicts.		
13.03	Identify and document workplace performance goals monitor progress toward those goals.	1	1 Level 2
Reporting Category Total 3 2			
Reporting Category 14.0 Demonstrate the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance.			
14.02 or	Explain emergency procedures to follow in response workplace accidents.	1	1 Level 2
14.03	Create a disaster and/or emergency response plan		
Reporting Category Total 3 1			
Reporting Category 15.0: Demonstrate leadership and teamwork skills needed to accomplish team goals and objectives.			
15.01 or	Employ leadership skills to accomplish organizational and objectives.	1	1 Level 2 1 Level 1
15.02	Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.		
15.03	Conduct and participate in meetings to accomplish work tasks.	1	1 Level 2
Reporting Category Total 3 2			

Reporting Category 16.0: Demonstrate applications of distribution to the selected marketing industry.			
16.06 11.06	Analyze information related to routing and tracking merchandise.	1	1 Level 2
16.07 11.07	Explain the relationship between customer service and distribution.	1	1 Level 2
<i>Reporting Category Total 2</i>			
Reporting Category 17.0: Demonstrate applications of financing to the selected marketing industry-			
17.03 12.03	Explain difference between income (credit) and expense (debit).	1	1 Level 2
17.04 12.04	Describe and prepare a cash-flow statement.	1	1 Level 3
17.05 12.05	Identify various types of credit policies and procedures.	1	1 Level 2
<i>Reporting Category Total 3</i>			

Reporting Category 18.0: Demonstrate applications of product/service planning to the selected marketing industry.			
18.01 13.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	1	1 Level 2
18.04 13.04 or 18.06	Identify sources of product knowledge. or Explain product and service quality as applicable to grades and industry standards.	1	1 Level 2
18.08 13.08	Explain warranties and guarantees.	1	1 Level 2
<i>18 Reporting Category Total 4 3</i>			

Reporting Category 20.0: Demonstrate pricing applications for the selected marketing industry.			
20.03 15.03	Explain price-marking techniques.	1	1 Level 2 1 Level 1
<i>Reporting Category Total 1</i>			
Reporting Category 21.0: Demonstrate promotion applications for the selected marketing industry.			
21.02 16.02	Identify types of promotion used in the industry.	1	1 Level 1
21.07 16.07	Use design principles in preparing such merchandise/service displays as windows, end caps, kiosks, and point of sale.	1	1 Level 3

Reporting Category Total 4 2

Reporting Category 22.0: Demonstrate purchasing applications to the selected marketing industry.

22.02 17.02	Demonstrate proper purchasing procedures.	1	1 Level 2
22.04 17.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.	1	1 Level 2
22.05 17.05	Demonstrate use of forms required for purchasing.	2	1 Level 2 1 Level 3

Reporting Category Total 3 4

Reporting Category 23.0: Demonstrate applications of safety and risk management to the selected marketing industry.

23.01 18.01	Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.	2	1 Level 1 1 Level 2
23.02	List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.		
23.05 18.05	Explain procedures for handling and reporting accidents	1	1 Level 2

Reporting Category Total 3

Reporting Category 24.0: Demonstrate applications of selling to the selected marketing industry.

24.05 19.05	Analyze importance of communication and listening In creating a positive buying climate.	1	1 Level 2
24.06 19.06	Identify sales techniques to aid customers/clients In making buying decisions.	3	1 Level 3 2 Level 2
24.09 19.09	Identify strategies to build and maintain a clientele.	1	1 Level 2

Reporting Category Total 4 5

Reporting Category 23.0: Demonstrate applications of safety and risk management to the selected marketing industry

25.04	Complete financial instruments for making deposits and withdrawals.	1	1 Level 1
25.05	Maintain financial records.	1	1 Level 1 1 Level 2

Reporting Category Total 2

Reporting Category 26.0: Describe the roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment.

26.01	Describe the nature and types of business Organizations.	1	1 Level 2
26.03	List and describe quality control systems and/or practices common to the workplace.	2	1 Level 1 1 Level 2

Reporting Category Total 3 2

Reporting Category 27.0: Demonstrate the importance of professional ethics and legal

responsibilities.			
27.03	Identify and explain personal and long-term consequences of unethical or illegal behaviors in the workplace.	2	1 Level 1 1 Level 3
27.04	Interpret and explain written organizational policies and procedures.	1	1 Level 2
<i>Reporting Category Total 3</i>			
<i>Reporting Category 28.0: Demonstrate an understanding of entrepreneurship.</i>			
28.01 20.01	Define "entrepreneurship."	1	1 Level 1
28.06 20.06	Analyze current entrepreneurial trends in the marketplace.	2	2 Level 2
<i>Reporting Category Total 3</i>			
<i>Reporting Category 29.0: Explain the importance of employability and entrepreneurship skills.</i>			
29.01	Identify and demonstrate positive work behaviors needed to be employable.	1	1 Level 1 (needs?)
29.06	Identify and exhibit traits for retaining employment.	1	1 Level 2
<i>Reporting Category Total 2 1</i>			
<i>Reporting Category 30.0: Identify the use of technology in marketing.</i>			
30.01 or 30.02	Explain importance and uses of computers and the internet in marketing. Utilize word processing software to create a career/industry related document.	1	1 Level 1
30.04	Perform merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.	1	1 Level 2
30.06 or 30.09	Utilize integrated software programs to generate marketing reports and solve marketing problems. Select and use a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, and verify information	3 2	3 Level 2 2 Level 2
<i>Reporting Category Total 5 4</i>			

Course Name: Marketing Applications

Course Number: 8827110

Overall Percentage for Performance Tasks: 80%

Performance Task #1	Write an Advertising Campaign, Fashion Promotion Plan, Entrepreneurship Promotion Plan for a business of your choice or completion of a related performance task (DECA written event) selected by the student and approved by the instructor. Students may work in teams of 2; exception of teams of 3 only authorized by the instructor.
Weighting Percent for this Task	80%
Standard	02.08,02.09,03.06,03.07,03.17,04.03,04.06,05.11,05.12,06.01,06.02,06.03,08.01,08.02,08.03,09.01—09.12,10.10,10.02,10.03,10.04,10.05—10.12,10.14,10.15
Additional Information	All students are required to complete a written promotion or advertising related campaign. It is not required you compete at DECA with your written project, but you still must follow the requirements and rubric. You have the freedom of choosing what type of business for your written promotion or advertising related campaign. It is not required you compete at DECA with your written project or related performance task (DECA written event) once approved by the instructor.
Suggested Assessment Team	Advertising Campaign rubric is identified below. The DECA rubric will be dependent on performance task selected by the student. DECA rubrics are located at www.deca.org . high school competitive events.

Student Name/s:
Business Name:
Class Period:

Marketing Plan Rubric:

Section	Points	Due Dates
I. Executive Summary	(5)	
II. Situation Analysis	(10)	
A. SWOT analysis		
B. Environmental Scan (PEST)		
III. Objectives	(15)	
A. Company's mission		
B. Marketing Objectives		
C. Financial Objectives		
IV. Marketing Strategies	(20)	
A. Positioning and points of difference		
B. Marketing Mix (4 P's)		
1. Product		
2. Promotion		
3. Price		
4. Place (distribution)		
V. Implementation	(30)	
A. Organization		
B. Activities and responsibilities		
C. Timetables		
VI. Evaluation and Control	(10)	
A. Performance Standards/measurements		
1. Marketing Objectives		
2. Financial Objectives		
B. Corrective action		
VII. Appendix	(5)	
2010 US Census-Flagler County –required		

Penalty Points: Up to 20 points if correct format not followed
Up to 10 points for misspelled words and poor grammar

ADVERTISING CAMPAIGN EVENT, 2015

Participant: _____

FACT SHEETS AND ORAL PRESENTATION

Participant: _____

EVALUATION FORM

Participant: _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The oral presentation clearly expands and develops the objectives as written in the fact sheets	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14-15	
2.	The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered.	0-1-2	3-4-5	6	7-8	
3.	The media selection is realistic and properly defined in terms of reach, frequency and continuity	0-1-2	3-4-5	6	7-8	
4.	The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered.	0-1-2	3-4-5	6	7-8	
5.	The advertising scheduled shows continuity and logical order.	0-1-2	3-4-5	6	7-8	
6.	The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.	0-1-2	3-4-5	6	7-8	
7.	The campaign stresses product and/or service benefits that appeal to the target markets described.	0-1-2	3-4-5	6	7-8	
8.	Anticipated sales are given and are realistic in terms of the length and budget of the campaign. Mentions how the results will be evaluated.	0-1-2	3-4-5	6	7-8	
9.	The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original.	0-1	2-3	4-5	6-7	
10.	The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	0-1	2-3	4-5	6-7	
11.	The campaign shows real creativity and uses a unique and effective approach.	0-1	2-3	4-5	6-7	
12.	Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	0-1	2	3	4	
13.	Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.	0-1	2	3	4	
Total Possible Points: 100					Judge's Total Score:	
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)