

Course Title: Marketing Essentials (EDITS)			
Course Number: 8827110			
NGSSS Benchmark	Content Focus	Number of Questions	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 1: Explain the importance of employability and entrepreneurship skills.			
01.04	Maintain a career portfolio to document knowledge, skills, and experience.	1	1 Level 3
01.06	Identify and exhibit traits for retaining employment.	1	1 Level 2
<i>Reporting Category Total</i>		2	
Reporting Category 2: Demonstrate human relations skills necessary for success in marketing occupations.			
02.05 05.05	Explain concepts of integrity, credibility, reliability, and perseverance.	1	1 Level 2
02.11 05.11	Demonstrate professional behavior and etiquette.	1	1 Level 2
02.12 05.12	Demonstrate respect for the opinions, customs, and individual differences of others.	1	1 Level 3
02.15 05.15	Demonstrate ability to offer and accept feedback.	1	1 Level 2
02.17 05.17	Maintain confidentiality of business matters.	1	1 Level 3
02.18 05.18	Support and follow company policies and procedures (e.g. attendance, tardiness, returns).	1	1 Level 2
02.19 05.18	Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.	1	1 Level 3
<i>Reporting Category Total</i>		7	
Reporting Category 3: Demonstrate proficiency in applying communication and technology skills.			
03.09 06.09	Demonstrate active listening strategies that improve understanding and performance.	1	1 Level 2
03.15 06.15	Interpret business policies to customers/clients.	1	1 Level 2
03.16 06.16	Discuss importance of providing clear directions, descriptions, and explanations.	1	1 Level 1 or 2 or 3
<i>Reporting Category Total</i>		3	
Reporting Category 4: Use oral and written communication skills in creating expressing and interpreting information and ideals.			
04.04	Interpret verbal and nonverbal cues/behaviors that enhance communication.	1	1 Level 2
04.05	Apply active listening skills to obtain and clarify information.	1	1 Level 1
<i>Reporting Category Total</i>		2	
Reporting Category 5: Demonstrate proficiency in applying math skills unique to marketing.			
05.05 -07.05	Calculate tax, gratuity, commission, and miscellaneous	1	1 Level 2

	charges.		
05.09 07.09	Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.	1	1 Level 3
05.10 07.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.	1	1 Level 3
<i>Reporting Category Total</i>			3

<i>Reporting Category 9: Identify economic principles.</i>			
09.04 08.04	Explain concept of utility (form, place, time, possession, information).	1	1 Level 1 or 2
09.07 08.07	Identify, compare, and contrast major types of economic systems.	1	1 Level 1 or 2
09.09 08.09	Explain concept of private enterprise and business ownership.	1	1 Level 2
09.10 08.10	Explain role of profit motive.	1	1 Level 1 or 2 or 3
<i>09 Reporting Category Total</i>			4

<i>Reporting Category 10: Identify marketing and business fundamentals.</i>			
10.01 09.01	Define marketing and its role.	1	1 Level 1
10.06 09.06	Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).	1	1 Level 3
10.09 09.09	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	1	1 Level 3
10.11 09.11	Explain concept of market segmentation and demographics.	1	1 Level 2 or 3
10.13 09.13	Explain nature of channels of distribution.	1	1 Level 1 or 2
10.19 09.19	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	1	1 Level 3 1 Level 2
<i>Reporting Category Total</i>			6

<i>Reporting Category 11: Identify effective selling techniques and procedures.</i>			
11.03 10.03	Identify an effective sales presentation for a target market including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.	1	1 Level 2 1 Level 1
11.04 10.04	Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	1	1 Level 2 1 Level 1
11.06	Demonstrate completing the sales transaction, including	1	1 Level 3

10.06	method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; thanking the customer and inviting them to return.		
<i>Reporting Category Total</i>			3

Overall Percentage of Written Test: 20%
Overall Percentage of Performance Tasks: 80%
Course Name: Marketing Essentials
Course Number: 8827110

Overall Percentage for Performance Tasks: 80%

Performance Task #1	Write a Marketing 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—09.1210.10,10.02,10.03,10.04,10.05—10.12,10.14,10.15
Additional Information	All students are required to complete a written marketing plan. 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 marketing plan or related performance task (DECA written event) once approved by the instructor.
Suggested Assessment Team	Marketing Plan 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