

MARKETING

SCOPE AND SEQUENCE :

- Define marketing and the nine functions of marketing.
- Define economic utility and the five economic utilities.
- The benefits of marketing.
- The marketing concepts.
- The four P's of the marketing mix and explain how they are used to reach a business's customer.
- To construct a customer profile.
- Define positioning and illustrate its use.
- The basic principles of a free enterprise system.
- The role competition plays in a free enterprise.
- The various roles government plays in free enterprise.
- How supply and demand interact to set prices.
- The factors of production necessary to create goods and services: land, labor, capital.
- The three basic economic questions answered by all economies.
 - What goods and services should be produced?
 - How should the goods and services be produced?
 - For whom should the goods and services be produced?
- Compare and contrast capitalist, socialist, and communist societies.
- The goals of any economy: increase productivity, decrease unemployment, stable prices.
- The four phases of the business cycle: prosperity, recession, depression, recovery.
- Business ethics and areas in which businesses are thought to have social responsibility.
- Demographic, geographic, and psychographic trends in the U.S. consumer market.
- The concept of derived demand.
- The importance of international trade to nations.
- U.S. balance of trade.
- Human resource essentials: communication skills, computer technology, interpersonal skills, and management skills.
- The eight steps of the sales process: preapproach, approaching the customer, determining needs, presenting the product, handling questions and objections, closing the sale, suggestion selling, and reassuring and following up.
- Characteristics of effective salespeople.
- The role of promotion in marketing.
- The purpose and type of advertising media.
- Preparing print advertising.
- Design, prepare, maintain, and dismantle displays.
- Public relations specialist duties.
- Channels of distribution for consumer and industrial products.
- Nature and scope of physical distribution.
- The difference between purchasing agents and buyers.
- The impact of technology on inventory systems.
- Pricing terminology, strategies, and math.
- Marketing research.

- Function of a marketing information system.
- Product planning: branding, packaging, labeling, positioning, and extended product features.
- Entrepreneurship—risks, rewards, advantages, and disadvantages.
- Careers in marketing.
- Making career decision.
- Finding and applying for a job.