

Colorado CTE Course – Scope and Sequence

Course Name	Principles of Marketing		Course Details	0.5 or 1.0 (B-core pathway)	
			Course = 0.50 Carnegie Unit Credit		
Course Description	Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Competencies align to the CCNS community college system. This course is built out in the state Schoology account.				
SCED Identification #	12164	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
The Nature of Marketing		Standard: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	Develop a working knowledge of marketing terminology		DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
			Identify the basic relationship of marketing to other functional areas of the organization		FBLA: Marketing, Hospitality Management, Management Decision Making, Social Media Campaign, Sports & Entertainment Management



					DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
Intro to Marketing			1. Understand the 7 marketing functions	a. Identify and describe the marketing functions b. Explain the importance of each function individually and as they work together within business.	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
			2. Explain the concepts of the marketing mix	a- Identify and describe the marketing mix b. Analyze the interrelationships of mix and how they are used in the marketing process	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing



<p>Market Strategy and Planning</p>		<p>Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience</p>	<p>Define the basic elements of a marketing strategy</p>		<p>FBLA: Marketing, Social Media Campaign</p> <p>DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events</p>
			<p>1. Understand the concept of marketing strategies Identify and apply demographic and psychographic information in marketing planning</p>	<p>a. Discuss the concepts of market and market identification b. Identify market segments c. Develop customer profiles d. Select target market.</p>	<p>DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events</p> <p>FBLA: FBLA: Marketing, Global Business, Hospitality Management, Management Decision Making, Social Media Campaign, Sports & Entertainment Management</p>
			<p>2. Understand the nature of marketing planning and marketing plans.</p>	<p>a- understand the role of situational analysis</p>	<p>FBLA: Marketing, Global Business, Hospitality Management, Management Decision Making, Social Media Campaign, Sports &</p>



				<p>b. Conduct a market analysis of a company</p> <p>c. Conduct a SWOT analysis.</p>	<p>Entertainment Management</p> <p>DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events</p>
			<p>3. Understand elements of marketing plan.</p>	<p>a. Set realistic marketing goals and objectives</p> <p>b. Conduct competitive analysis</p> <p>c. Set & analyze marketing budget</p> <p>d. Develop Marketing Plan</p>	<p>DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events</p> <p>FBLA: Marketing, Global Business, Hospitality Management, Management Decision Making, Social Media Campaign, Sports & Entertainment Management</p>
<p>Marketing Research and Sales Forecasting</p>			<p>1. Understand the use and methods of market research</p>	<p>Students can:</p> <p>a. Select appropriate method of research</p>	<p>DECA: Operations research events</p> <p>FBLA: Marketing,</p>



				<ul style="list-style-type: none"> b. Determine objectives for market research c. Conduct a sample marketing research d. Distinguish between primary and secondary data 	
			2. Evaluate marketing data	<p>Students can:</p> <ul style="list-style-type: none"> a. Interpret results of data to make marketing decisions b. Create/Organize data into graphs and charts to summarize data c. Communicate findings in an effective and appropriate manner based on audience and objective d. Manipulate data using tools and knowledge 	<p>FBLA: Marketing, Social Media Campaign, Computer Applications</p> <p>DECA: Operations research events</p>
			3. Understand marketing information tools	<p>Students can:</p> <ul style="list-style-type: none"> a. Identify analytical marketing tools to gather marketing data/information b. Understand the role of CRM in marketing information management 	<p>FBLA: Marketing, Social Media Campaign</p> <p>DECA: Operations research events</p>



<p>The Marketing Environment, Ethics and Social Responsibility</p>		<p>Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others. Apply ethics to demonstrate trustworthiness.</p>	<p>1. Understands the alignment of people, processes and brands to deliver company values and maintain corporate reputation</p>	<p>Students can: a. Analysis the complexities of ethics and social responsibility that leads to corporate compliance b. Identify correct ethical behaviors in a marketing environment</p>	<p>DECA: Business law and ethics FBLA: Marketing</p>
<p>Global Marketing</p>		<p>Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</p>	<p>1. Understand strategies in global trading environments 2. Understand fundamentals of social and cultural considerations in international marketing</p>	<p>Students can: a. recognize strategies used in global trading b. recognize the sources of assistance available to support international business efforts a. recognize import and export challenges exist i.e. payments, etc. b. recognize examples of cultural issues i.e. selling, e-commerce</p>	<p>FBLA: Global Business, E-business, Economics, DECA: International Business Plan</p>
<p>New Products and Product Life Cycle Strategies</p>		<p>Standard: Understands the concepts and processes needed to obtain, develop, maintain, and</p>	<p>1. Understand product/service management's role Define market segmentation, steps in its application, and how it</p>	<p>Students can: generate product ideas determine idea's feasibility understand product mix understand</p>	<p>DECA: DECA: Apparel and accessories, Automotive services, business</p>



		improve a product or service mix in response to market opportunities and to build brand for the organization	affects the success of a product or service	difference between goods and services	services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA:, Marketing
			2.Understand Product Life Cycles	Students can: a. understand pricing as it relates to the product life cycle b. identify the stages of product life cycle c. extension strategies used during product life cycle	FBLA: Advertising, DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			3. Understand product positioning	Students can: a. create a perception map b. understand unique selling proposition c. assess the competition d. articulate features and corresponding benefits	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing, Advertising



<p>Brand Management - Consumer and Business Behavior</p>		<p>Standard: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization</p>	<p>1. Understand brand identity Compare the different buying behavior and decision making techniques among business, organizational, and individual consumers</p>	<p>Students can: a. understanding what the brand stands for b. understand the components of brand value c. understand brand identity as it relates to the marketing mix</p>	<p>FBLA: Advertising, Marketing, Social Media Campaign DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events</p>
			<p>2.Managing the brand as a strategic asset of the business</p>	<p>Students can: a. identifying the brand as it relates to a company's mission b. understand brand architecture decisions</p>	<p>DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Advertising, Marketing, Social Media Campaign</p>
			<p>3.Managing the total customer experience with the brand</p>	<p>Students can: a. reversing negative brand attributes and impressions b. communicate the brand identity</p>	<p>FBLA: Advertising, Marketing, Social Media Campaign DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and</p>

					entertainment, Integrated marketing events
Pricing Strategies		Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value	1. Understand role of pricing in marketing	Students can: analyze relationship to the rest of the marketing mix	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Advertising, Sports & Entertainment Management, Marketing
			2. Understand factors to consider when pricing	Students can: a. calculate margins and net gross margins b. understand the cost of doing business c. understand pricing strategies, including: price parity, value vs. cost pricing, RFID, PLU's, POS, etc.	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Advertising, Sports & Entertainment Management
V - Distribution Channels- Channel Management		Standard: Understands the concepts and processes needed to identify, select, monitor, and			DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail



		evaluate sales channels			merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
			1. Understand the nature of channel management	Students can: a. understand channels of distribution b. coordinate channel management with other marketing activities c. understand the use of technology in channel management	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
			2. Understand channel strategies	Students can: a. assess the impact of push and pull strategies on channel management b. understand the relationships between direct and channel c. understand how businesses identify and make decisions as it relates to channel management	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
VI - Promotion		Standard: Understands the concepts and strategies needed to			DECA: Apparel and accessories, Automotive services, business



		communicate information about products, services, images, and/or ideas to achieve a desired outcome			services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			1. Understand role and types of promotion	Students can: a. identify elements of the promotional mix b. understand types of public relations activities, social media, mobility/technology, lead generation, public relations c. Measure cost and effectiveness of media used	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing, Sports & Entertainment Management, Advertising
			2. Understand types of media used for promotion	Students can: a. understand paid versus unpaid methods b. identify most appropriate media type and messaging for target market	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events FBLA: Marketing
			3. Understand the role and tactics of Digital Marketing	Students can: a. Identify digital marketing strategies including social media, email, etc. and how brand managers integrate	DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and

				<p>them into marketing actions</p> <p>b. Identify the digital trends within marketing and how this will impact the future of marketing</p> <p>c. understand proper business etiquette when using digital marketing tools</p> <p>d. understand relationship of digital marketing to other types of promotion</p>	<p>entertainment, Integrated marketing events</p> <p>FBLA: Advertising, Social Media Campaign, Introduction to Business, Business Communication, Introduction to Business Communication</p>
		<p>Standard: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities</p>	<p>4. Understand the sales process</p>	<p>Students can:</p> <p>a. Identify the 7 steps of the sales process</p> <p>b. Utilize proper selling techniques</p>	<p>DECA: Selling events</p> <p>FBLA: Sales Presentation, Marketing, Hospitality Management, Advertising,</p>
<p>Marketing Career Path Opportunities</p>		<p>Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business or specific marketing career</p>			



			1. Identify career opportunities within marketing	<p>Students can:</p> <ul style="list-style-type: none"> a. Evaluate personal strengths, weaknesses and interests as it relates to marketing b. Research emerging career opportunities within Marketing c. Create goals and develop a plan for pursuing marketing career pathway 	<p>DECA: Selling, Written, and Role play events</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>
			2. Demonstrate professionalism	<p>Students can:</p> <ul style="list-style-type: none"> a. effectively present ideas based on audience b. communicate appropriately via email, social media, phone calls, etc. c. explain importance of personal and professional brand 	<p>FBLA: Introduction to Business Presentation, any other presentation event</p> <p>DECA: Selling, Written, and Role play events</p>
			3. Obtain opportunities to learn more about marketing careers	<p>Students can:</p> <ul style="list-style-type: none"> a. participate in activities such as job shadowing, internships, apprenticeships, informational interviews, etc. 	<p>DECA: Selling, Written, and Role play events</p> <p>FBLA: Job Interview, Electronic Career Portfolio</p>