

Colorado BMEF CTE Course – Scope and Sequence

Course Name	Principles of Marketing	Course Details	Credits = .5 (Semester) or 1.0 (Year) Level 2		
		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 (MAR2016) community college system.				
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		FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events

			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
Introduction to Marketing			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.	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing

					communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			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	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
Market Strategy and Planning		Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience	Define the basic elements of a marketing strategy		FBLA: 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
			Understand the concept of marketing strategies Identify and apply demographic and psychographic information in marketing planning	a. Discuss the concepts of market and market identification b. Identify market segments c. Develop customer profiles d. Select target market.	FBLA: Marketing, Global Business, 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

			Understand the nature of marketing planning and marketing plans.	a. Understand the role of situational analysis b. Conduct a market analysis of a company c. Conduct a SWOT analysis.	FBLA: Marketing, Global Business, 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
			Understand elements of marketing plan.	a. Set realistic marketing goals and objectives b. Conduct competitive analysis c. Set & analyze marketing budget d. Develop Marketing Plan	FBLA: Marketing, Global Business, 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
Marketing Research and Sales Forecasting			Understand the use and methods of market research	Students can: a. Select appropriate method of research b. Determine objectives for market research c. Conduct a sample marketing research d. Distinguish between primary and secondary data	FBLA: Marketing DECA: Operations research events
			Evaluate marketing data	Students can: 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	FBLA: Marketing, Social Media Campaign, Computer Applications DECA: Operations research events
			Understand marketing information tools	Students can: a. Identify analytical marketing tools to gather marketing	FBLA: Marketing, Social Media Campaign

				data/information b. Understand the role of CRM in marketing information management	DECA: Operations research events
The Marketing Environment, Ethics and Social Responsibility		Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others. Apply ethics to demonstrate trustworthiness.	Understands the alignment of people, processes and brands to deliver company values and maintain corporate reputation	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	FBLA: Marketing DECA: Business law and ethics
Global Marketing		Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others	Understand strategies in global trading environments Understand fundamentals of social and cultural considerations in international marketing	Students can: a. Recognize strategies used in global trading b. Recognize the sources of assistance available to support international business efforts c. Recognize import and export challenges exist i.e. payments, etc. d. Recognize examples of cultural issues i.e. selling, e-commerce	FBLA: Global Business, E-business, Economics, DECA: International Business Plan
New Products and Product Life Cycle Strategies		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	Understand the role of product/service management. Define market segmentation, steps in its application, and how it affects the success of a product or service	Students can: a. Generate product ideas b. Determine idea's feasibility c. mix d. Understand difference between goods and services	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing,

		build brand for the organization			marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			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
			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	FBLA: Marketing, Advertising DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional

					selling, retail merchandising, Sports and entertainment, Integrated marketing events
Brand Management - Consumer and Business Behavior		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	Understand brand identity Compare the different buying behavior and decision-making techniques among business, organizational, and individual consumers	Students can understand: a. What the brand stands for b. The components of brand value c. Brand identity as it relates to the marketing mix	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
			Managing the brand as a strategic asset of the business	Students can: a. Identify the brand as it relates to a company's mission b. Understand brand architecture decisions	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
			Managing the total customer experience with the brand	Students can: a. Reversing negative brand attributes and impressions b. Communicate the brand identity	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
Pricing Strategies		Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and	Understand role of pricing in marketing	Students can analyze relationship to the rest of the marketing mix	FBLA: Advertising, Sports & Entertainment Management, Marketing

		meet customers' perceptions of value			DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			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.	FBLA: Advertising, Sports & Entertainment Management, Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events

Distribution Channels- Channel Management		Standard: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels			FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			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	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events

			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	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
Promotion		Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome			DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			Understand role and types of promotion	Students can: a. Identify elements of the promotional mix	FBLA: Marketing, Sports & Entertainment

				b. Understand types of public relations activities, social media, mobility/technology, lead generation, public relations c. Measure cost and effectiveness of media used	Management, Advertising DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
			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	FBLA: Marketing DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events

			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 them into marketing actions b. Identify the digital trends within marketing and how this will impact the future of marketing c. Understand proper business etiquette when using digital marketing tools d. Understand relationship of digital marketing to other types of promotion	FBLA: Advertising, Social Media Campaign, Introduction to Business, Business Communication, Introduction to Business Communication DECA: Apparel and accessories, Automotive services, business services, food marketing, marketing communication, professional selling, retail merchandising, Sports and entertainment, Integrated marketing events
		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	Understand the sales process	Students can: a. Identify the 7 steps of the sales process b. Utilize proper selling techniques	FBLA: Sales Presentation, Marketing, Hospitality Management, Advertising, DECA: Selling events

Marketing Career Path Opportunities		Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business or specific marketing career			
			Identify career opportunities within marketing	Students can: 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	FBLA: Job Interview, Electronic Career Portfolio DECA: Selling, Written, and Role play events
			Demonstrate professionalism	Students can: 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	FBLA: Introduction to Business Presentation, any other presentation event DECA: Selling, Written, and Role play events
			Obtain opportunities to learn more about marketing careers	Students can participate in activities such as job shadowing, internships, apprenticeships, informational interviews, etc.	FBLA: Job Interview, Electronic Career Portfolio DECA: Selling, Written, and Role play events

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.