

Introduction to Marketing: Grades 9, 10

Adopted 2010

Discovering the Importance of Marketing

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1
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1.2 Explain the importance of marketing

1. Compare effective and ineffective marketing 1.2.1
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1.3 Explain business ethics

1. Analyze ethical issues in marketing 1.3.1
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1.4 Identify the benefits of marketing

1.5 Distinguish between goods and services

1.6 Explain the functions involved in marketing

1. Compare and contrast the marketing functions 1.6.1
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1.7 Explore the roles of technology and the Internet in marketing

1. Understand the roles of technology and the Internet in marketing 1.7.1
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Exploring the Benefits of DECA Membership

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1
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2.2 Explain benefits of DECA membership

1. Access state and national DECA Web sites 2.2.1
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2.3 Explain leadership

1. Compare effective and ineffective leaders 2.3.1
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2.4 List leadership opportunities for DECA members

1. Differentiate among the various leadership opportunities offered by DECA membership 2.4.1

2.5 Explain DECA's competency-based competition

1. Participate in a mock DECA competition [2.5.1](#)
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2.6 List the different types of DECA competition

1. Compare and contrast DECA's individual events, team events, chapter events, written events, and entrepreneurship events [2.6.1](#)
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2.7 Explain state and international DECA competition

1. Discuss the requirements for state and national DECA competition [2.7.1](#)
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An Introduction to Marketing

3.1 Define terminology

1. Prepare a list of terms with definitions [3.1.1](#)
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3.2 Explain the importance of the marketing concept

1. Apply the marketing concept to a new product idea [3.2.1](#)
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3.3 List the elements of the marketing mix

1. Develop a marketing mix for a product [3.3.1](#)
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3.4 Distinguish between mass marketing and market segmentation

1. Develop a mass marketing strategy [3.4.1](#)
 2. Develop a segmented marketing strategy [3.4.2](#)
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3.5 List ways that markets can be segmented

1. Differentiate among the types of market segmentation [3.5.1](#)
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3.6 Discuss current marketing trends

1. Analyze marketing trends [3.6.1](#)
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Special Skills Needed for Marketing Careers

4.1 Define terminology

1. Prepare a list of terms with definitions [4.1.1](#)
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4.2 Identify current employment opportunities in marketing

1. Analyze current employment opportunities [4.2.1](#)
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4.3 Identify current employment trends and demands in marketing

1. Analyze trends in marketing employment [4.3.1](#)
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4.4 List the benefits of a personal inventory assessment

1. Complete a personal inventory assessment [4.4.1](#)

4.5 Identify a personal career goal

1. Assess qualifications for a personal career goal [4.5.1](#)
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4.6 List personal needs and wants

1. Match personal needs and wants with qualifications for a personal career goal [4.6.1](#)
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4.7 Explain the educational requirements of marketing

1. Summarize the educational requirements for marketing careers [4.7.1](#)
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4.8 List career research resources

1. Compare career resources [4.8.1](#)
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4.9 Identify short-term and long-term goals

1. Coordinate short-term goals with long-term goals [4.9.1](#)
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4.10 Distinguish among planning goals, specific goals, and realistic goals

1. Evaluate planning goals, specific goals, and realistic goals [4.10.1](#)
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4.11 Develop a plan to reach your career goals

1. Diagram the steps for reaching your career goals [4.11.1](#)
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Your Future in Marketing

5.1 Define terminology

1. Prepare a list of terms with definitions [5.1.1](#)
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5.2 Explain the importance of a resume

1. Prepare a resume [5.2.1](#)
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5.3 Explain the purpose of a cover letter

1. Compose a cover letter [5.3.1](#)
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5.4 Explain the purpose of a letter of inquiry

1. Compose a letter of inquiry [5.4.1](#)
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5.5 Identify employment leads from a variety of sources

1. Complete a traditional employment application form [5.5.1](#)
 2. Complete an online employment application form [5.5.2](#)
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5.6 Identify the standards of appearance and behavior

1. Model appropriate standards of appearance for an employment interview [5.6.1](#)

5.7 Explain the importance of nonverbal communication in the employment interview

1. Demonstrate appropriate body language for an employment interview [5.7.1](#)
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5.8 Explain the importance of the employment interview

1. Participate in mock employment interviews [5.8.1](#)
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5.9 Explain follow-up procedures

1. Compose a follow-up letter [5.9.1](#)
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5.10 Discuss employment compensation

1. Calculate different methods of employment compensation [5.10.1](#)
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5.11 Identify laws and regulations affecting employment

1. Create a chart of laws and regulations affecting employment [5.11.1](#)