

# Learned Society Matrix

## Marketing Education Licensure Program

### *National Curriculum Framework and Core Competencies*<sup>1</sup> Marketing Education Resource Center (MarkEd)

The *National Curriculum Framework* provides an organizational structure for the Marketing Education curriculum that is appropriate to all prebaccalaureate curricula. The framework includes the curriculum structure recommended by the National Curriculum Commission and an instructional system developed by the Marketing Education Resource Center (MarkEd).

The following standards for a teacher preparation program in Marketing Education encompass *National Curriculum Framework* guidelines and address the Career-Sustaining Level and the Marketing Specialist Level core competencies to be implemented in curriculum planning for secondary education. The achievement standards have been correlated with competencies and standards for instructional design contained in the *National Standards for Business Education*,<sup>2</sup> and the *Occupational Competency Analysis Profile (OCAP)* for General Marketing.<sup>3</sup>

<b>Achievement Standard</b>	<b>Courses and/or Experiences in Teacher Preparation Correlated with the Standard</b>
<p><b><i>Foundations for Marketing</i></b></p> <p><b>Marketing &amp; Business Fundamentals</b>  <b>Objective:</b> Through classroom learning experiences, the student/participant will understand basic skills and knowledge of the marketing concept, business environment, and management systems through successful integration of marketing functions with the marketing concept for a business/organization.</p> <ul style="list-style-type: none"> <li>◆ Describe the functions of business.</li> <li>◆ List types of ownership structures within business organizations.</li> <li>◆ Identify and describe marketing functions and concepts.</li> <li>◆ Cite available channels of distribution.</li> <li>◆ Recognize the importance of management functions in businesses/organizations.</li> <li>◆ List budgeting considerations of businesses/organizations.</li> <li>◆ Describe overall business operations.</li> </ul>	<p>ACC 201, 202            LAW 350            MGT 302            MKT 301, 302</p>

<sup>1</sup> *National Curriculum Framework and Core Competencies, Marketing Education Resource Center, 1987.*

<sup>2</sup> *National Standards for Business Education, "The Role of Marketing in Business Education," National Business Education Association, 1995.*

<sup>3</sup> *Occupational Competency Analysis Profile, General Marketing, Division of Vocational and Adult Education, Ohio Department of Education.*

Achievement Standard	Courses and/or Experiences in Teacher Preparation Correlated with the Standard
<p><i>National Standards for Business Education, Standard I, The Roles of Marketing.</i>  <i>OCAP for General Marketing, Unit 2, Marketing and Business Foundations.</i></p> <p><b>Human Resource Foundations</b>  <b>Objective:</b> In a classroom setting, the student/participant will adequately calculate marketing mathematic problems, identify the scope and importance of communications in marketing, and recognize the importance of basic skills critical to the success of many occupations that may be viewed as pre- or corequisites for the study of vocational marketing education.</p> <ul style="list-style-type: none"> <li>◆ Calculate marketing mathematic problems specific to marketing occupations.</li> <li>◆ Identify the scope and importance of communications in marketing.</li> <li>◆ Recognize the importance of self-understanding in marketing.</li> <li>◆ Develop interpersonal skills.</li> <li>◆ List available opportunities for career development within a chosen marketing occupation.</li> <li>◆ Apply the principles of employment by using good job seeking skills.</li> <li>◆ Use acceptable leadership skills in performing activities associated with DECA (Distributive Education Clubs of America).</li> </ul> <p><i>National Standards for Business Education, Standard I, The Roles of Marketing; Standard V, Price.</i>  <i>OCAP in General Marketing, Unit 1, Human Resource Foundations.</i></p> <p><b>Economic Foundations of Marketing</b>  <b>Objective:</b> While using instructional information, the student/participant will apply basic economic principles and concepts of free enterprise and free market economies with marketing activities by receiving an acceptable score on an evaluation instrument.</p> <ul style="list-style-type: none"> <li>◆ Identify basic economic concepts of free enterprise and free market economies.</li> <li>◆ Describe differences/similarities of types of economic systems.</li> <li>◆ Discuss the importance of cost-profit relationships.</li> <li>◆ Cite differences among international economic systems.</li> <li>◆ Discuss current economic trends and indicators.</li> </ul> <p><i>National Standards for Business Education, Standard I,</i></p>	<p>COM 101  EDT 335, 433  MGT 302  MKT 301, 446  VOE 465</p> <p>EC 201, 202, 203  MKT 421  VOE 407</p>

Achievement Standard	Courses and/or Experiences in Teacher Preparation Correlated with the Standard
<p><b>The Roles of Marketing; Standard III, External Factors to Business</b>  <b>OCAP in General Marketing, Unit 3, Economic Foundations.</b></p> <p><i>Marketing Functions</i></p> <p><b>Distribution</b>  <b>Objective:</b> The student/participant will identify the activities associated with the physical movement or transfer of ownership of products and services from producers to consumers and describe the importance and necessity of distribution channels through an acceptable score on a competency level test.</p> <ul style="list-style-type: none"> <li>◆ Identify factors concerned with making distribution decisions.</li> <li>◆ Explain the nature of distribution channels and identify channel members.</li> <li>◆ Describe the process of controlling distribution and coordinating channel relationships.</li> <li>◆ Distinguish among wholesale, retail, and specialist business activities and functions.</li> <li>◆ Grasp the importance of inventory management and control.</li> <li>◆ Compare transportation methods used to distribute goods and services.</li> <li>◆ Cite the effects of bulk packaging in the distribution of goods and services.</li> <li>◆ Recognize appropriate methods of storing goods and services.</li> </ul> <p><b>National Standards for Business Education, Standard VI, Place.</b>  <b>OCAP in General Marketing, Unit 6, Distribution.</b></p> <p><b>Financing</b>  <b>Objective:</b> After completing a unit on the marketing function of financing, the student/participant will determine the need for and availability of financial resources to facilitate marketing activities using available financial resources.</p> <ul style="list-style-type: none"> <li>◆ Recognize the components of a budget for financial needs of the business organization.</li> <li>◆ Identify sources of available capital.</li> <li>◆ List and explain the methods of extending credit to consumers and other organizations.</li> </ul> <p><b>OCAP in General Marketing, Unit 8, Financing.</b></p>	<p>MKT 301, 302, 421, 461</p> <p>ACC 201, 202  MKT 302, 461</p>

Achievement Standard	Courses and/or Experiences in Teacher Preparation Correlated with the Standard
<p><b>Marketing-Information Management</b>  <b>Objective:</b> After completing a unit of instruction on marketing information management, the student/participant will describe procedures and methods for the continuous gathering, analyzing, and the disseminating of information to facilitate marketing decisions with an acceptable level score on a unit test.</p> <ul style="list-style-type: none"> <li>◆ Identify the need for and uses of a marketing-information system.</li> <li>◆ Translate the use of the scientific method in problem solving.</li> <li>◆ Explain and describe methods of forecasting.</li> <li>◆ Describe the procedures used to conduct research, specifically primary and secondary research.</li> <li>◆ Describe the analysis and reporting methods for research.</li> <li>◆ Cite the importance of using appropriate technology in marketing-information management.</li> </ul> <p><i>National Standards for Business Education, Standard VIII, Marketing Research; Standard XI, Forecasting.</i>  <i>OCAP in General Marketing, Unit 11, Marketing Information Management; Unit 12, Technology.</i></p>	<p>MKT 301, 302, 303, 446</p>
<p><b>Pricing</b>  <b>Objective:</b> While completing an instructional module on the marketing function of pricing, the student/participant will describe pricing variables and/or considerations to determine an exchange price at which buyer and seller perceive optimum value for the good or service.</p> <ul style="list-style-type: none"> <li>◆ Identify the importance of pricing objectives, strategies, and techniques.</li> <li>◆ Define external pricing considerations in marketing.</li> <li>◆ Determine the method(s) used to set selling prices.</li> <li>◆ Determine methods of adjusting selling prices.</li> <li>◆ Compare implications of credit on price.</li> </ul> <p><i>National Standards for Business Education, Standard V, Price.</i>  <i>OCAP in General Marketing, Unit 7, Pricing.</i></p>	<p>MKT 366, 446, 461</p>
<p><b>Product/Service Planning</b>  <b>Objective:</b> The student/participant will summarize the process of developing the product or service mix in response to market opportunities in order to adequately</p>	<p>MKT 301, 302, 303, 366, 461</p>

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<p>plan for marketable products or services in a business/organization.</p> <ul style="list-style-type: none"> <li>◆ Define market opportunity analysis.</li> <li>◆ List procedures and activities involved with product/service planning.</li> <li>◆ Identify the components of the product/service mix.</li> <li>◆ Distinguish among quality assurance, grades and standards, warranties, and guarantees.</li> <li>◆ Describe the importance of product/service positioning in the market and product/service image.</li> </ul> <p><b><i>National Standards for Business Education, Standard IV, Product; Standard X, Developing a Marketing Plan.</i></b>  <b><i>OCAP in General Marketing, Unit 9, Product/Service Development and Operations.</i></b></p> <p><b>Promotion</b>  <b>Objective:</b> After completing a unit of instruction on promotion, the student/participant will determine appropriate promotional activities for various business/organizations and effectively communicate information about products, services, images, and/or ideas to influence purchase behavior through an acceptable activity.</p> <ul style="list-style-type: none"> <li>◆ Recall the communication process in marketing.</li> <li>◆ Identify the elements/components of the promotional mix.</li> <li>◆ Cite the importance of public relationships in promotional efforts/activities.</li> <li>◆ Recognize the significance of promotional planning.</li> </ul> <p><b><i>National Standards for Business Education, Standard VII, Promotion; Standard IX, Characteristics of a Market; Standard X, Developing a Marketing Plan.</i></b>  <b><i>OCAP in General Marketing, Unit 4, Promotion.</i></b></p> <p><b>Purchasing</b>  <b>Objective:</b> After presentations on purchasing, the student/participant will adequately determine purchase needs, identify sources for purchase decisions and describe the purchasing activities within the identified business/organization.</p> <ul style="list-style-type: none"> <li>◆ Determine purchase needs of business organizations.</li> <li>◆ Identify sources for purchase decisions by business organizations.</li> <li>◆ Describe purchasing activities of business organizations.</li> </ul> <p><b><i>National Standards for Business Education, Standard</i></b></p>	<p>MGT 302  MKT 303, 366, 446</p> <p>MKT 301, 303</p>

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<p data-bbox="224 306 911 373"><b>IX, Characteristics of a Market.</b> <b>OCAP in General Marketing, Unit 10, Purchasing.</b></p> <p data-bbox="224 422 521 457"><b>Risk Management</b></p> <p data-bbox="224 464 984 678"><b>Objective:</b> After identifying business organizational risks, the student/participant will summarize the importance of managing marketing activities to optimize the relationships of potential loss to gain through a written assessment of the importance of the management of the variables associated with risk.</p> <ul data-bbox="211 684 966 863" style="list-style-type: none"> <li>◆ Identify pure and speculative risks of business organizations.</li> <li>◆ Distinguish among controllable and uncontrollable factors of risks in marketing.</li> <li>◆ Differentiate between insurable and non-insurable risks.</li> <li>◆ List security and safety considerations of customers and business organizations.</li> </ul> <p data-bbox="224 894 797 961"><b>OCAP in General Marketing, Unit 5, Risk Management.</b></p> <p data-bbox="224 1010 337 1045"><b>Selling</b></p> <p data-bbox="224 1052 976 1266"><b>Objective:</b> After receiving instruction and guidance on the processes and techniques of selling, the student/participant will respond to consumer needs and wants through planned, personalized communications in order to influence purchase decisions and ensure satisfaction through a successful sales demonstration.</p> <ul data-bbox="211 1272 941 1482" style="list-style-type: none"> <li>◆ Recognize the importance of understanding customers/clients in selling activities.</li> <li>◆ Describe the processes and techniques of selling.</li> <li>◆ Identify timing and activity planning involved in the selling process.</li> <li>◆ List characteristics of product and service knowledge.</li> <li>◆ Use supporting activities involved with selling.</li> </ul> <p data-bbox="224 1514 941 1581"><b>National Standards for Business Education, Standard III, Promotion.</b></p> <p data-bbox="224 1587 883 1623"><b>OCAP in General Marketing, Unit 4, Promotion.</b></p>	<p data-bbox="1008 415 1328 483">LAW 350 MKT 366, 421, 446, 461</p> <p data-bbox="1008 999 1390 1035">MKT 303, 366, 421, 446, 461</p>