

# MARKETING

# EDUCATION



*CAREER & TECHNICAL EDUCATION*

# **THE MARKETING EDUCATION BINDER**

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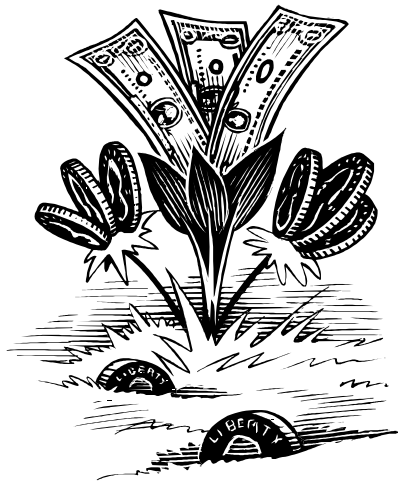
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# **Curriculum Guide**

## ***Fundamentals of Marketing***

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# Fundamentals of Marketing

## Content Outline

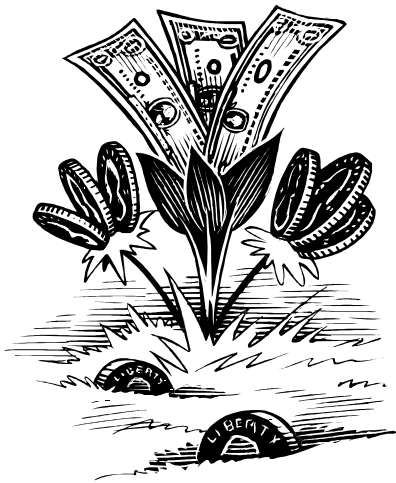
Topic	Competency	Suggested Time Frame
I. INTRODUCTION TO MARKETING A. Orientation B. Marketing Process C. Role of Technology D. Marketing Concept	1, 2, 3, 4, 5, 6, 7, 8, 9, 10	15 block/ 30 single periods
II. CAREER ASSESSMENT A. Career Choices B. Self-Assessment C. Trends and Opportunities	11, 12, 13, 14, 20, 21, 22, 23, 24, 25	8 blocks/ 16 single periods
III. EMPLOYMENT PROCESS A. Employment Documents B. Interview C. Follow-Up D. Resignation	26, 27, 28, 29, 30, 31, 32, 33	5 blocks/ 10 single periods
IV. ROUTINE SALES TRANSACTIONS A. Characteristics of Effective Salesperson B. Product/Service Knowledge C. Steps of the Sale	34, 35, 36, 37, 38, 39, 40, 41, 42	11 blocks/ 22 single periods
V. NON-PERSONAL MARKETING ACTIVITIES A. Promotional Activities B. Target Markets	43, 44, 45, 46, 47	6 blocks/ 12 single periods
VI. MARKETING MATHEMATICS A. Math Fundamentals B. Electronic Cash Register Procedures C. Handling Payments	48, 49, 50, 51, 52, 53, 54, 55	13 blocks/ 26 single periods
VII. ECONOMIC CONCEPTS A. Economic Activities B. Economics Systems	56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68	16 blocks/ 32 single periods

Topic	Competency	Suggested Time Frame
VIII. HUMAN RELATIONS A. Positive Working Relationships B. Networking C. Decision-Making Process	15, 16, 17, 18, 19, 69, 70, 71, 72, 73, 74	8 blocks/ 16 single periods
IX. COMMUNICATION SKILLS A. Oral Communications B. Written Communication	75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90	8 blocks/ 16 single periods

# Curriculum Guide

## *Marketing I*

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Marketing  
Content Outline

Competency	Topic	
<b>Implementing Virginia's CTE Course Requirements</b>		<b>Suggested Timeframe</b>
<b>001 – 021</b>	Demonstrate Virginia's Workplace Readiness Skills in course activities.	<b>1 week Ongoing</b>
<b>022 - 029</b>	Apply Virginia's All Aspects of Industry elements in course activities.	
<b>033</b>	Identify Internet Safety Issues and procedures for complying with acceptable use standards.	
<b><u>Participating in the Student Organization</u></b>		<b>Suggested Timeframe</b>
<b>030</b>	Identify the purposes and goals of the student organization	<b>1 week</b>
<b>031</b>	Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.	
<b>032</b>	Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.	
<b><u>Examining Marketing and Business</u></b>		<b>Suggested Timeframe</b>
<b>034</b>	Explain the nature of business activities	<b>5 weeks</b>
<b>035</b>	Explain the marketing concept and its historical development	
<b>036</b>	Explain the components of the marketing mix	
<b>037</b>	Describe trends in marketing	
<b>039</b>	Identify marketing functions and their importance	



**The York County School Division  
Curriculum Guide**

**Subject: Marketing I**

<u>Communicating in the Work Place</u>		<b>Suggested Timeframe</b>
<b>040</b>	Demonstrate Telephone Etiquette	<b>2 weeks</b>
<b>041</b>	Demonstrate Online Etiquette	
<b>042</b>	Write various types of basic business communications	
<b>043</b>	Demonstrate the effects of nonverbal communication on interactions with others.	
<u>Developing Professionalism in the Workforce</u>		
<b>044</b>	Use customers' and managers' feedback to improve performance.	
<b>045</b>	Explain the importance of diversity within the work environment.	
<b>046</b>	Examine ethical behavior in the workplace.	<b>Suggested Timeframe</b>
<b>048</b>	Demonstrate positive working relationships.	<b>4 weeks</b>
<b>049</b>	Demonstrate appropriate workplace behavior.	
<u>Understanding Economics</u>		<b>Suggested Timeframe</b>
<b>050</b>	Investigate the nature of economics, economic activities, and economic resources.	<b>5 weeks</b>
<b>051</b>	Describe the effects of competition in profit and non-profit organizations.	
<b>052</b>	Describe the relationship between supply and demand and its effects on price.	
<b>053</b>	Compare different types of business ownership.	
<b>054</b>	Explain the role of profit in private enterprise.	
<b>056</b>	Analyze the role of government in business and the economy.	
<b>057</b>	Compare and contrast the economic systems.	
<u>Managing Marketing Information</u>		<b>Suggested Timeframe</b>
<b>058</b>	Identify the role of marketing information.	<b>1 week</b>



# The York County School Division Curriculum Guide

## Subject: Marketing I

<u>Developing Product/Service Planning Skills</u>		Suggested Timeframe
061	Identify the role of product/service planning in marketing	3 weeks
062	Describe types of product mix strategies	
063	Describe product life cycles	
064	Describe the importance of branding in marketing	
066	Explain the use of national and private brand names in marketing.	
<u>Distribution</u>		Suggested Timeframe
067	Explain the concept of distribution	1 week
068	Identify the channels of distribution	
<u>Understanding Product/Service Positioning</u>		Suggested Timeframe
070	Describe market identification and segmentation	2 weeks
071	Explain positioning and its relationship to target market	
<u>Pricing Products and Services</u>		Suggested Timeframe
076	Explain key factors in determining selling price.	1 week
<u>Promoting Products and Services</u>		Suggested Timeframe
078	Examine the concept of promotional mix	3 weeks
080	Describe the technological tools and methods used to market goods and services	
081	Compare the benefits of various types of promotional media	



# The York County School Division Curriculum Guide

## Subject: Marketing I

### Understanding Risk Management

Suggested  
Timeframe

<b>085</b>	Explain the nature and types of business risk	<b>1 week</b>
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### Selling Products and Services

Suggested  
Timeframe

<b>087</b>	Identify various types of selling and the tools used for each	<b>1 week</b>
<b>088</b>	Explain the importance of customer service	
<b>090</b>	Demonstrate the selling process for a selected product or service	
<b>091</b>	Explain customer buying motives	

### Developing a Career

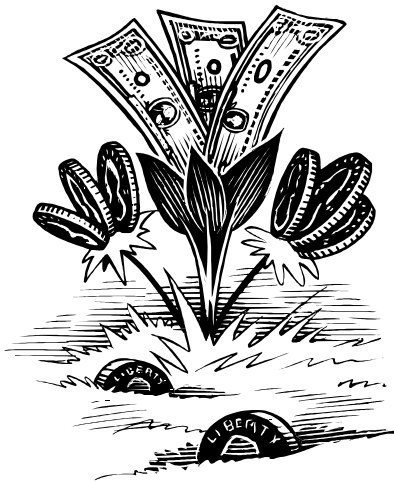
Suggested  
Timeframe

<b>093</b>	Research career opportunities in marketing.	<b>5 weeks</b>
<b>095</b>	Develop/update a resume.	
<b>096</b>	Describe the steps for posting an electronic resume.	
<b>097</b>	Update a cover letter.	
<b>098</b>	Complete a job application.	
<b>099</b>	Complete an employment interview and follow-up.	
<b>103</b>	Identify procedures to follow in resigning from a position.	

# Curriculum Guide

## *Marketing II*

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# Marketing II

## Content Outline

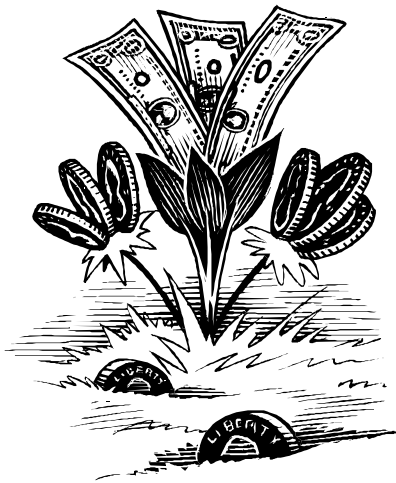
Topic	Competency	Suggested Time Frame
I. ADVANCED MARKETING ORIENTATION A. Professional/Trade Organizations B. Student Organizations	5, 6, 7	2 block/ 4 single periods
II. MARKETING MANAGEMENT A. Functions of Management B. Expense Control C. Personnel Issues in Management	32, 33, 34, 35, 36, 37, 44	5 blocks/ 10 single periods
III. MARKETING STRATEGIES A. Marketing Mix B. Market Identification and Segmentation C. Marketing Plan	21, 22, 23	6 blocks/ 12 single periods
IV. MARKETING INFORMATION MANAGEMENT A. Sales Forecasting B. Test Marketing C. Market Research	51, 52, 53, 54, 55, 56, 57, 58, 59	10 blocks/ 20 single periods
V. PRODUCT/SERVICE PLANNING A. Product Mix Strategies B. Product Life Cycle	67, 68, 69	3 blocks/ 6 single periods
VI. PURCHASING A. Buying Plan B. Merchandising Plan	38, 39, 41, 79, 80, 81, 82, 83, 84, 85, 86, 87	10 blocks/ 20 single periods
VII. PRICING A. Pricing Strategies B. Calculating Mark-Up, Mark-Down and Break-Even Points C. Ethics in Pricing	60, 61, 62, 63, 64, 65	5 blocks/ 10 single periods
VIII. DISTRIBUTION A. Common Shipping Methods B. Wholesale Buying Practices C. Inventory Control Systems	45, 46, 47, 48	5 blocks/ 10 single periods

Topic	Competency	Suggested Time Frame
IX. LEGAL AND ETHICAL ISSUES IN MARKETING A. Current Marketing Trends B. Environmental and Consumer Protection Laws C. Ethical Business Practices D. Employee Theft	24, 25, 26, 27, 29, 30, 31, 70	4 blocks/ 8 single periods
X. ECONOMIC CONCEPTS A. International Trade B. Productivity C. Business Cycle D. Labor Issues	13, 14, 15, 16, 17, 18	7 blocks/ 14 single periods
XI. PROMOTION A. Promotional Plan/Campaign B. Publicity Plan	71, 72, 73, 74, 75, 76, 77, 78	8 blocks/ 16 single periods
XII. COMMUNICATION SKILLS A. Written Business Documents B. Oral Presentation Techniques C. Using Trade Journals and Periodicals	8, 9, 10, 11	2 blocks/ 4 single periods/ Ongoing
XIII. HUMAN RELATIONS A. Time Management B. Negotiation Skills	19, 20	2 blocks/ 4 single periods/ Ongoing
XIV. SELLING A. Outside Sales Techniques B. Territory Management	66, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99	10 blocks/ 20 single periods
XV. FINANCING A. Legal Considerations in Granting Credit B. Finance and Credit Policies and Procedures	40, 49, 50	3 blocks/ 6 single periods
XVI. USES OF TECHNOLOGY IN MARKETING A. E-Commerce B. Impact of Technology	12, 28, 42, 43	4 blocks/ 8 single periods
XVII. CAREER DEVELOPMENT A. Trends and Opportunities in Education and Training B. Resume Update C. Tailoring Interview Techniques	1, 2, 3, 4	4 blocks/ 8 single periods

Curriculum Guide

*Travel & Tourism I*

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# Travel & Tourism I

## Content Outline

Topic	Competency	Suggested Time Frame
I. EXPLORING THE TRAVEL TOURISM FIELD A. Travel Tourism Industry Segments B. Interdependence of Segments C. Categories of Travelers D. Professional Associations E. Traditional and Emerging Markets	MKT8165.001- .006	8 block/ 16 single periods
II. THE ECONOMIC IMPORTANCE OF TRAVEL TOURISM A. Economic Concepts B. Economic Impact on Travel and Tourism C. Non-economic Impact on Travel and Tourism	MKT8165.007- .009	8 blocks/ 16 single periods
III. MARKETING FUNCTIONS AND CONCEPTS A. Marketing Concept B. Marketing Functions C. Marketing Mix D. Market Segmentation and Mass Marketing	MKT8165.010- .013	8 blocks/ 16 single periods
IV. MARKETING THE PRODUCT/SERVICE A. Product Definition B. Promotional Options in the Travel and Tourism Industry	MKT8165.014- .018	10 blocks/ 20 single periods
V. PROVIDING CUSTOMER SERVICE A. Selling Steps B. Problem-Solvign Techniques C. Customer Follow-up	MKT8165.019- .027	12 blocks/ 24 single periods
VI. GATHERING, PROCESSING AND DISSEMINATING INFORMATION A. Marketing Information System B. Types of Company Information C. Marketing Research Process	MKT8165.028- .030	8 blocks/ 16 single periods

Topic	Competency	Suggested Time Frame
VII. APPLYING TECHNOLOGY TO TRAVEL/TOURISM A. Data Preparation and Management B. Relevant Software C. Internet Marketing	MKT8165.031- .036	8 blocks/ 16 single periods
VIII. APPLYING INTERNATIONAL MARKETING CONCEPTS TO TRAVEL/TOURISM A. Characteristics Affecting Consumer Behavior B. Benefits of Tourism C. Tourism Strategies	MKT8165.037- .043	8 blocks/ 16single periods
IX. DEMONSTRATING WORKPLACE SKILLS A. Business and Work Ethics B. Workplace Skills/Traits C. Interpersonal Skills	MKT8165.044- .048	10 blocks/ 20 single periods
X. DEVELOPING A CAREER IN TRAVEL TOURISM MARKETING A. Career Opportunities B. Job Application Process	MKT8165.049- .056	10 blocks/ 20 single periods
XI. STUDENT ORGANIZATION A. Goals of DECA B. DECA Involvement	MKT8165.057- .058	Ongoing

# FASHION MARKETING I

# Fashion Marketing I

## Content Outline

Topic	SOLs	Suggested Time Frame
I. Orientation		
A. DECA Organization	4-6	4 blocks/ 8 single periods
B. Competitive Events		
C. Cooperative Education Policies/Procedures		
II. Exploring the Nature of Fashion		
A. Fashion Components	7-9, 18	6 blocks/ 12 single periods
B. Fashion Terminology		
C. History of Fashion		
III. Career Development		
A. Fashion Careers	79-80, 81-85	10 blocks/ 20 single periods
B. Image and Self-assessment		
C. Interview Process		
D. Employment Portfolio		
IV. Marketing Concepts	10, 12-16	10 blocks/ 20 single periods
A. Marketing Functions		
B. Segmentation		
C. Marketing Mix		
D. Distribution		
V. Communication Skills	58, 62, 64	4 blocks/ 8 single periods
A. Non-verbal Communication		
B. Oral Communication		
C. Written Communication		
VI. Customer Service Skills	65-67, 69	2 blocks/ 4 single periods
A. Types of Customer Service		
B. Methods of Communication		
VII. Personal Selling	73-76	6 blocks/ 12 single periods
A. Selling Process		
B. Buying Motives		
VIII. Visual Merchandising	50, 51	2 blocks/ 4 single periods
A. Uses of Visual Merchandising		
B. Floor Presentation		
IX. Trends	20-23	10 blocks/ 20 single periods
A. Fashion Cycles		
B. Designers		
C. Knock-off Industry		
D. Leaders vs. Followers		

Topic	SOLs	Suggested Time Frame
X. Technology in Fashion A. Fashion Design B. Fashion Production	55	2 blocks/ 4 single periods
XI. Textiles A. Natural vs. Man-Made B. Product Uses	26, 28	6 blocks/ 12 single periods
XII. Fashion Markets A. Domestic and International B. Types of Retailers	29, 32	4 blocks/ 8 single periods
XIII. Design and Color A. Principals of Design B. Impact of Color C. Color Wheel	35, 26, 38	10 blocks/ 20 single periods
XIV. Economics A. Competition B. Supply and Demand C. Pricing D. Profit	41-44	8 blocks/ 16 single periods
XV. Promotion A. Promotional Mix B. Role in Fashion	33, 47	4 blocks/ 8 single periods
XVI. Inventory Control A. Role in Fashion B. Reasons for Shrinkage/Shortages	45-46	2 blocks/ 4 single periods
XVII. Implementing Virginia's CTE Course Requirements A. Virginia's Workplace Readiness Skills B. Virginia All Aspects of Industry C. Internet Safety		Ongoing

Topic	SOLs	Suggested Time Frame
XVIII. Fashion Markets A. Domestic and International B. Types of Retailers	29, 32	4 blocks/ 8 single periods
XIX. Design and Color A. Principles of Design B. Impact of Color C. Color Wheel	35, 36, 38	10 blocks/ 20 single periods
XX. Economics A. Competition B. Supply and Demand C. Pricing D. Profit	41-44	8 blocks/ 16 single periods
XXI. Promotion A. Promotional Mix B. Role in Fashion	33, 47	4 blocks/ 8 single periods
XXII. Inventory Control A. Role in Fashion B. Reasons for Shrinkage/Shortages	45-46	2 blocks/ 4 single periods
XXIII. Implementing Virginia's CTE Course Requirements A. Virginia's Workplace Readiness Skills B. Virginia All Aspects of Industry C. Internet Safety	1-3	ongoing

# FASHION MARKETING II

## Fashion Marketing II Content Outline

Topic	SOLs	Suggested Time Frame
I. ORIENTATION A. DECA Organization B. Competitive Events C. Cooperative Education Policies/Procedures	4-6	4 blocks/ 8 single periods
II. EXPLORING TRENDS IN THE FASHION INDUSTRY A. Influences on Fashion Trends B. Fashion Forecasting	7-8	6 blocks/ 12 single periods
III. ANALYZING ECONOMICS IN THE FASHION INDUSTRY A. Business Ownership B. Impact of Government Regulations C. Factors of Productivity D. Specialization of Labor E. Domestic and International Production F. Business Cycles	9-12, 14-15	10 blocks/ 20 single periods
IV. PERFORMING MARKETING RESEARCH A. Market Research B. Process and Use	16-18	6 blocks/ 12 single periods
V. PERFORMING BUSINESS ANALYSIS A. Identify Components of a Business Plan B. Analyze a Marketing Plan	28-29	6 blocks/ 12 single periods
VI. MANAGING BUSINESS FINANCES A. Explore Financing in the Fashion Industry B. Analyze Financial Statements	30-31	4 blocks/ 8 single periods
VII. BUYING MERCHANDISE FOR THE FASHION INDUSTRY A. Target Market B. Assortment Planning and Product Mix C. Merchandise Plan D. Open to Buy E. Technology and Buying	32, 34-36, 38	10 blocks/ 20 single periods
VIII. PRICING MERCHANDISE A. Selling Price B. Merchandise Related Discounts C. Gross Margin, Mark-Up, Mark-Down D. Laws, Regulations, and Ethical Issues on Pricing	42, 45-46, 48	8 blocks/ 16 single periods

Topic	SOLs	Suggested Time Frame
IX. CONTROLLING INVENTORY A. Methods B. Distribution Methods and Cost C. Computerized Distribution Network	49-51	4 blocks/ 8 single periods
X. SECURING A SUPERVISORY POSITION A. Duties	54	2 blocks/ 4 single periods
XI. MANAGING EMPLOYEES IN THE FASHION INDUSTRY A. Management Styles B. Legal Issues C. Hiring and Orientation D. Uses of Technology E. Developing Work Schedules F. Evaluating Employees G. Role in Customer Relations	57, 60-64, 67, 70	10 blocks/ 20 single periods
XII. ENHANCING COMMUNICATIONS SKILLS A. Electronic Business Communications	75	4 blocks/ 8 single periods
XIII. PLANNING A PROMOTIONAL EVENT A. Types and Effectiveness	76	2 blocks/ 4 single periods
XIV. DEVELOP VISUAL MERCHANDISING/STORE PRESENTATION A. Plan-O-Gram B. Merchandise Flow	80-81	4 blocks/ 8 single periods
XV. SELLING THE PRODUCT A. Building Clientele B. Probing for Information C. Build Customer Relations D. Sales Quotas	84, 86-88	6 blocks/ 12 single periods
XVI. EXPLORING TECHNOLOGY IN THE FASHION INDUSTRY A. Impact of Technology B. Internet Applications and Fashion Websites	90-91	4 blocks/ 8 single periods
XVII. IMPLEMENTING VIRGINIA'S CTE COURSE REQUIREMENTS A. Virginia's Workplace Readiness Skills B. Virginia All Aspects of Industry C. Internet Safety	1-3	Ongoing