

**MISSION VALLEY REGIONAL OCCUPATION PROGRAM
MARKETING/DECA COURSE OUTLINE**

1. Course Title:

Business Marketing

2. CBEDS Title:

Marketing Fundamentals

3. CBEDS Number:

4122

4. Job Titles/DOT Codes:

Entry Level Employment (High School Graduate):

Cashier	275.357-034
Checker	222.687-010
Shipping/Receiving Clerk	222.387-050
Merchandise Representative	205.367-054
Salesperson General Sales (Sales Associate)	279.357-014
Inventory Control	216.482-022
Stock Clerk	299.367-014
Display Trimmer	298.810-010

Technical Level (Community College/Technical School /Graduate):

Sales Attendant	299.677-010
Department Manager	299.137.010
Sales Promotion Representative	269.357-018
Sales Representative/Apparel	261.357-010
Assistant Buyer	162.157-022

Professional Level (Four-Year University)

Accountant	160.162-018
Retail Store Manager	185.167-046
Public Relations Manager	165.167-014
Sales Representative Women's Apparel	261.357-038
Advertising Director	254.357-014

5. Course Description:

6. Hours:

Class	90
CC/CVE	0
Total Hours	90

7. Prerequisites:

None

8. Date of Revision:

Date of Course Approval:

November 2016

November 10, 2016

Abbreviations:

- CC = Community Classroom**
(unpaid, on-the-job, training experience at business sites)
- CVE = Cooperative Vocational Education**
(paid, on-the-job, training experience at business sites)

Standards:

- State Math Standards S = Statistics
 DA = Data Analysis
 NS = Number Sense
 AF = Algebra and Functions
 MR = Mathematical Reasoning
 Al = Algebra I

- State Language Arts Standards: R = Reading
 W.S. = Writing Strategies

- National Business Education Association Standards C.D.-Career Development
 C.-Communications
 I.T.-Information Technology
 M.-Management

9. Course Outline:

**Class CC/CVE Standards
Hours**

WORKPLACE BASIC SKILLS

- | | | |
|-----------|--|---|
| I. | Personal Traits <i>MVROPESLR #1</i> | 3 |
| A. | Discuss personal traits that can help you be more effective in relations with other people. These include: ethics, creativity, initiative, responsibility, attitude, self-control, orderliness, self-awareness, willingness to change, self-esteem, and empathy. | |
| B. | Identify personal skills to master for successful interpersonal relations in the marketing world. These include: assertiveness, time management, and goal setting. | |
| C. | Demonstrate problem-solving and critical thinking skills. | |

Class Hours	CC/CVE	Standards
4		

- II. Interpersonal Traits** *MVROP ESLR #1*
- A. Explain the importance of understanding others. Use steps to get to know them, observe their traits, and body language.
 - B. Describe how interpersonal skills may be used in marketing.
 - 1. handle customer requests & questions
 - 2. provide customers with directions
 - 3. identify management's role in customer relations
 - 4. demonstrate procedures for handling difficult customers
 - 5. explain business policies to customers
 - 6. handle customer complaints
 - C. Explain the importance of teamwork in the business world.
 - D. Discuss five aspects of successful teamwork.
 - 1. complete training for all tasks necessary
 - 2. set team goals
 - 3. assign roles of responsibility
 - 4. determine agreements to the group
 - 5. share responsibility and leadership
 - E. Review and practice conflict management with others.

- III. Communication Skills** *MVROP ESLR #1*
- A. Explain the six primary elements of communication.
 - 1. senders and receivers
 - 2. messages
 - 3. channels
 - 4. feedback
 - 5. blocks
 - 6. setting
 - B. Describe how to arrange the setting for a business meeting.
 - C. Use listening skills to improve your understanding of messages.
 - D. List three blocks to listening with understanding.
 - 1. distractions
 - 2. emotional blocks
 - 3. planning a response
 - E. Practice the three skills that improve reading comprehension.
 - 1. focus your mind
 - 2. form pictures
 - 3. improve your vocabulary
 - F. Describe the three most common purposes for speaking.
 - 1. to inform
 - 2. to persuade
 - 3. to entertain

Class **CC/CVE** **Standards**
Hours

- G. List four basic patterns for organizing a formal speech.
 - 1. enumeration
 - 2. generalization with example
 - 3. cause and effect
 - 4. comparison and contrast
- H. Define parliamentary procedure and its purposes.
- I. Describe proper telephone skills.
- J. Explain the three basic considerations in writing.
 - 1. know your reader
 - 2. know your purpose
 - 3. know your subject
- K. Compose a business letter, a memo, and a report.
- L. Social Networking
 - 1. promoting your business
 - 2. promoting yourself

30

IV. Business Math Skills

- A. Practice solving basic math problems, calculating spreadsheet formulas, and creating simple spreadsheets.
- B. Practice calculating promotional budgets and advertising agency commissions. Read newspaper and magazine rate cards and calculate advertising costs. Show how to evaluate media by cost per thousand, gross impressions, gross rating points, reach, frequency, and qualitative data.
- C. Prepare graphs to illustrate market share and supply, demand, and equilibrium price. Calculate prices using a number of cost-oriented strategies. Calculate retail prices based on various types of discounts.
- D. Calculate income statements, balance sheets, cash flow, and simple interest on loans.
- E. Calculate various types of pay, including gross pay, overtime pay, commission, and net pay.

CAREER TECHNICAL SKILLS

V. Technology *MVROP ESLR #2*

Hours integrated throughout course

- A. Identify and demonstrate use of computer hardware and peripherals.
- B. Demonstrate proficiency in alpha-numeric keyboarding.
- C. Demonstrate basic skills in use of industry specific equipment and tools.
- D. Identify Social Media Networks

VI. Customer Service

3

- A. Distinguish between objections and excuses.
- B. Explain why objections should be welcomed in the sales process.

5.1.3

- C. Identify the five buying decisions upon which common objections are based.
1. need
 2. product
 3. sources
 4. price
 5. time
- D. List the four steps involved in handling customer objections.
1. listen carefully
 2. acknowledge the objections
 3. restate the objections
 4. answer the objections
- E. Identify six specific methods of handling objections.
1. boomerang
 2. question
 3. superior point
 4. direct denial
 5. demonstration
 6. third party
- F. Demonstrate the use of those methods in a variety of selling situations.

Class Hours	CC/CVE	Standards
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VII. Marketing Concepts *MVROP ESLR #2* 8

- A. Identify the nine functions of marketing.
1. purchasing
 2. selling
 3. pricing
 4. product planning
 5. marketing information management
 6. promotion
 7. financing
 8. distribution
 9. risk management
- B. Name five economic utilities and distinguish those related to marketing.
1. form
 2. place
 3. time
 4. possession
 5. information
- C. List the benefits of marketing.

- 1. lower prices
- 2. new and improved products
- D. Compare the marketing concept to sales oriented.
- E. Distinguish customers from consumers.
- F. Describe what constitutes value for customers/consumers.
- G. Define what constitutes a market.
- H. Describe market segmentation.
 - 1. geographics
 - 2. demographics
 - 3. psychographics
 - 4. product benefits
- I. Explain how to construct a customer profile.
- J. Identify the four P's of the marketing mix.
 - 1. product
 - 2. place
 - 3. price
 - 4. promotion
- K. Define positioning and illustrate its use.

Class Hours **CC/CVE** **Standards**

VIII. Business and Social Responsibility *MVROP ESLR #2* 4

- A. Describe a business and the basic functions of a business.
 - 1. production
 - 2. marketing
 - 3. management
- B. Distinguish businesses from each other based on general characteristics.
- C. Name areas of social responsibility for businesses.
 - 1. environmental issues
 - 2. business activities and ethics
- D. Define consumerism.
- E. Describe current trends that improve the workplace for employees.
- F. Psychology of Business
 - 1. assertiveness
 - 2. negotiation skills
 - 3. empathy

IX. Promotion 10

- A. Explain the role of promotion in marketing.
- B. Describe characteristics of advertising and publicity.
- C. Explain the characteristics of sales promotion and personal selling.
 - 1. trade promotions and consumer sales promotion
 - 2. personal vs. non-personal selling
- D. Describe the concept of promotional mix.

- E. Explain the purpose of advertising.
- F. Identify various types of media. Describe the advantages and disadvantages of each.
 - 1. print
 - 2. broadcast
 - 3. specialty, including online social media
- G. Describe how various media rates are set.
- H. Calculate print media costs.

Class Hours	CC/CVE	Standards
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- I. List standards for selecting promotional media.
- J. Describe how ads are developed.
 - 1. headline
 - 2. copy
 - 3. illustration
 - 4. signature
- K. Explain the importance of advertising layouts.
- L. List the advantages and disadvantages of using color and selection of typeface and type size.
- M. Explain how to check advertising proofs.

10

X. **Entrepreneurship**

- A. Define the nature and scope of business ownership.
- B. Identify personal characteristics of entrepreneurs.
- C. Explain the role of entrepreneurs in the U.S. economy.
- D. Compare the various opportunities for business ownership.
- E. Discuss the different forms of business.
- F. Identify the legal steps in establishment of a business.
- G. Develop a retail store plan (project).

JOB EMPLOYMENT SKILLS

XI. **Employment** *MVROP ESLR #3*

13

- A. Complete job search steps and application for a job.
 - 1. sources
 - 2. work documents
 - 3. application process
 - 4. Use social media for job search and professional networking
- B. Research several careers in marketing.
 - 1. areas and pathways for career opportunities
 - 2. employment trends
 - 3. benefits
- C. Complete a resume and reference sheet.
 - 1. development process
 - 2. samples
- D. Construct a cover letter and follow-up letter.

- E. Participate in a “dress for success” presentation.
- F. Practice interviewing techniques.
 - 1. first impressions
 - 2. answering questions
- G. Complete a career portfolio project.

Total hours 90

10. Additional Items:

a. Articulation:

None

b. Academic Credit:

Math Credit

c. Instructional Strategies:

- Lecture
- Group Discussion
- Projects
- Reading Assignments
- Oral Questioning
- Multi-Media
- Hands-on Practice
- Demonstration
- Team Learning
- Role Playing
- Simulations

d. Instructional Materials:

- *Marketing Essential Text and Math Workbook*
- *Online Social Media Portals: LinkedIn, Twitter*
- *Software: Microsoft Office, Adobe Acrobat*

e. Certificate Competency List:

- IC3 (Internet and Computing core Certification)

Standards-based certification program for basic computing and Internet knowledge and skills.

- MOS (Microsoft Office Specialist Certification)

Microsoft Office specialist exams in the areas of Word, Excel, PowerPoint, Access, and Outlook.

- Mission Valley ROP Certificate

Career Preparation Standards:

Demonstrate personal traits for effective relations with others

Practice positive interpersonal skills and teambuilding talent

Use effective communication methods for a business setting

Apply mathematic calculations to various work situations
Use technology applications and tools
Use effective job search strategies

Career Technical Skills:

Demonstrate methods of positive customer service ability
Identify marketing functions and applications in general terms
Describe business and implied responsibilities to society
Explain the role and characteristics of promotion in marketing
Develop an entrepreneurial store plan