

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

PRINCIPLES OF MARKETING

SDPTE Course ID

BE 0300 (ME 0300)

IBED

IBED 12164

A course designed to focus on the fundamentals and functions of marketing as they relate to the competitive enterprise system. Marketing theory is presented and applied to business problems, practices, and the business environment and management systems. (This class must be taught by a Marketing endorsed instructor to be part of the Marketing Program sequence.)

Term

Semester/Trimester

Preq

None

Notes:

Entrepreneurship Entr_2: Demonstrate Knowledge of Marketing

- Entr_2.1 Develop a marketing plan for identifying the market.
- Entr_2.2 Develop a marketing plan for reaching the market.
- Entr_2.3 Develop a marketing plan for keeping and increasing your market.

International Business IntB_3: Demonstrate Knowledge of International Business Communications

- IntB_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.

International Business IntB_4: Demonstrate Knowledge of International Business Environment

- IntB_4.2 Describe political factors that shape and impact the international business environment.

Management Mgmt_6: Demonstrate Knowledge of Organizational Structure

- Mgmt_6.2 Identify basic forms of business ownership and discuss the advantages and disadvantages of each.
- Mgmt_6.3 Identify and discuss the advantages and disadvantages of different organizational models.

Marketing Mktg_1: Demonstrate Knowledge of Marketing Roles

- Mktg_1.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.

Marketing Mktg_2: Demonstrate Knowledge of Ethics in Marketing

- Mktg_2.1 Define, develop, and apply a code of ethics to various marketing issues.

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

- Mktg_3.1 Identify and explain how government regulations influence/dictate marketing decisions.
- Mktg_3.2 Identify and explain how the economic environment influences/dictates marketing decisions.
- Mktg_3.3 Identify and explain how special interest groups influence/dictate marketing decisions.
- Mktg_3.4 Identify and explain how cultural differences influence/dictate marketing decisions.
- Mktg_3.5 Identify and explain how technology influences/dictates marketing decisions.
- Mktg_3.6 Identify and explain how competition influences/dictates marketing decisions.

Marketing Mktg_4: Demonstrate Product Knowledge

- Mktg_4.1 Describe stages of product development and how new products are developed.
- Mktg_4.2 Describe the common characteristics of a product package and brand.
- Mktg_4.3 Classify products in industrial or consumer categories.
- Mktg_4.4 Describe the characteristics of a product mix and extensions.

Marketing Mktg_5: Demonstrate Knowledge of Price

- Mktg_5.1 Explain the role of pricing in the marketing process.
- Mktg_5.2 Describe and use various pricing strategies.

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Marketing Mktg_6: Demonstrate Knowledge of Place/Distribution

Mktg_6.1 Apply distribution processes and methods to develop distribution plans.

Marketing Mktg_7: Demonstrate Knowledge of Advertising

Mktg_7.1 Explain how and why advertising contributes to successful marketing.

Mktg_7.2 Explain how sales promotion contributes to successful marketing.

Mktg_7.3 Identify, compare, and contrast various forms of public relations activities and determine how public relations contributes to successful marketing.

Mktg_7.4 Describe how personal selling contributes to successful marketing and demonstrate how successful sales are accomplished.

Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.1 Identify buying motives and strategies to influence buying.

Mktg_9.2 Differentiate between the types of markets.

Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.

Mktg_9.4 Explain why market positioning and repositioning are important.
