

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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
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Notes:

## Entrepreneurship Entr\_2: Demonstrate Knowledge of Marketing

### Entr\_2.1 Develop a marketing plan for identifying the market.

Learning Indicator: Entr_2.1.1	Determine the wants of specific consumers
Learning Indicator: Entr_2.1.2	Determine potential buyers of specific products at various price levels
Learning Indicator: Entr_2.1.3	Define and give examples of market segmentation
Learning Indicator: Entr_2.1.4	Define and give examples of target markets for specific products
Learning Indicator: Entr_2.1.5	Define and give examples of the concept of market share
Learning Indicator: Entr_2.1.6	Estimate market share for the specific product or service
Learning Indicator: Entr_2.1.7	Identify target markets for potential new businesses

### Entr\_2.2 Develop a marketing plan for reaching the market.

Learning Indicator: Entr_2.2.1	Identify the components of marketing (i.e., product, place, price, promotion, people)
Learning Indicator: Entr_2.2.2	Design/select products to meet customer wants
Learning Indicator: Entr_2.2.3	Explain the importance of the location of a business
Learning Indicator: Entr_2.2.4	Price a product in order to yield a profit
Learning Indicator: Entr_2.2.5	Create promotional activities for a given product
Learning Indicator: Entr_2.2.6	Discuss factors that affect pricing
Learning Indicator: Entr_2.2.7	Select an appropriate location for a specific business
Learning Indicator: Entr_2.2.8	Select/prepare appropriate publicity activities for a business
Learning Indicator: Entr_2.2.9	Select/prepare appropriate advertising activities for a business
Learning Indicator: Entr_2.2.10	Design a new product to meet unfilled consumer wants
Learning Indicator: Entr_2.2.11	Design a marketing plan for a specific business

### Entr\_2.3 Develop a marketing plan for keeping and increasing your market.

Learning Indicator: Entr_2.3.1	Discuss the importance of responding to customer concerns
Learning Indicator: Entr_2.3.2	Identify ways to respond to customer concerns
Learning Indicator: Entr_2.3.3	Discuss the importance of a business giving back to the community
Learning Indicator: Entr_2.3.4	Discuss the impact of competition on keeping/increasing market share
Learning Indicator: Entr_2.3.5	Develop strategies for obtaining customer feedback
Learning Indicator: Entr_2.3.6	Identify ways a business can contribute to the community
Learning Indicator: Entr_2.3.7	Discuss how networking can help maintain/increase market share
Learning Indicator: Entr_2.3.8	Identify networking opportunities
Learning Indicator: Entr_2.3.9	Select appropriate methods to respond to customer concerns
Learning Indicator: Entr_2.3.10	Identify new product/service opportunities
Learning Indicator: Entr_2.3.11	Establish strategies for maintaining customer loyalty
Learning Indicator: Entr_2.3.12	Participate in a business-sponsored community service activity

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Learning Indicator: Entr\_2.3.13 Establish quality control procedures

Learning Indicator: Entr\_2.3.14 Develop policies and procedures for serving customers

## 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.**

Learning Indicator: IntB\_3.3.1 Communicate internationally using electronic communications such as the telephone, fax, telex, and other electronic communication channels such as the Internet and e-mail

Learning Indicator: IntB\_3.3.2 Evaluate which telecommunication methods are most appropriate for given international business situations

## International Business IntB\_4: Demonstrate Knowledge of International Business Environment

**IntB\_4.2 Describe political factors that shape and impact the international business environment.**

Learning Indicator: IntB\_4.2.1 Identify various types of governments

Learning Indicator: IntB\_4.2.2 Differentiate between types of governments

Learning Indicator: IntB\_4.2.3 Describe how trade barriers, tariffs, quotas, and taxation policies affect choice of location for companies operating internationally

Learning Indicator: IntB\_4.2.4 Analyze the impact of political environments on international business

Learning Indicator: IntB\_4.2.5 Analyze how the political and geographical environment of a given country will impact international business

## 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.**

Learning Indicator: Mgmt\_6.2.1 Identify and provide examples of basic ownership forms

Learning Indicator: Mgmt\_6.2.2 Compare and contrast the forms of business ownership

Learning Indicator: Mgmt\_6.2.3 Identify variations of basic ownership forms (e.g., franchises, employee stock ownership programs)

**Mgmt\_6.3 Identify and discuss the advantages and disadvantages of different organizational models.**

Learning Indicator: Mgmt\_6.3.1 State the advantages and disadvantages of the team concept to the organization

Learning Indicator: Mgmt\_6.3.2 Discuss the interrelationships of a variety of organizational models (e.g., line, line and staff, functional)

Learning Indicator: Mgmt\_6.3.3 Analyze organizational charts and determine how they need to be modified

Learning Indicator: Mgmt\_6.3.4 Design an organizational chart

Learning Indicator: Mgmt\_6.3.5 Describe the effects of group dynamics on group decision making and consensus building

Learning Indicator: Mgmt\_6.3.6 Identify situations where alternative organizational structures should be used by multinational firms (e.g., holding companies, divisions, joint ventures)

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## 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.

Learning Indicator: Mktg_1.1.1	Describe the historical evolution of marketing
Learning Indicator: Mktg_1.1.2	Define and describe the marketing concept
Learning Indicator: Mktg_1.1.3	Explain the impact of marketing on personal life
Learning Indicator: Mktg_1.1.4	Explain diversity of activities involved in marketing
Learning Indicator: Mktg_1.1.5	Compare and contrast marketing strategies for products, services, ideas, and persons
Learning Indicator: Mktg_1.1.6	Analyze ethical and social responsibility issues related to marketing
Learning Indicator: Mktg_1.1.7	Explain the role of utility in facilitating exchange (i.e., form, time, place, possession, information)
Learning Indicator: Mktg_1.1.8	Compare the American marketing system with those found in other countries

## Marketing Mktg\_2: Demonstrate Knowledge of Ethics in Marketing

**Mktg\_2.1** Define, develop, and apply a code of ethics to various marketing issues.

Learning Indicator: Mktg_2.1.1	Describe how and why different cultures have different ethical systems
Learning Indicator: Mktg_2.1.2	Develop a personal code of ethical behavior
Learning Indicator: Mktg_2.1.3	Explain the importance of trust for the successful conduct of business
Learning Indicator: Mktg_2.1.4	Differentiate between ethics and government regulations
Learning Indicator: Mktg_2.1.5	Describe a code of ethical behavior for marketing
Learning Indicator: Mktg_2.1.6	Identify ethical considerations relating to truth in advertising (e.g., puffing vs. rational advertising)
Learning Indicator: Mktg_2.1.7	Identify ethical considerations relating to truth in selling (e.g., lack of full disclosure about product/service)
Learning Indicator: Mktg_2.1.8	Identify ethical considerations relating to truth in packaging (e.g., deceptive packaging, lack of full disclosure about product on label)
Learning Indicator: Mktg_2.1.9	Determine how patents, copyrights, and trademarks are used to combat unethical behavior
Learning Indicator: Mktg_2.1.10	Illustrate how unethical behavior can lead to fraudulent behavior (e.g., tobacco company denying health risks of smoking)
Learning Indicator: Mktg_2.1.11	Identify ethical considerations relating to pricing (e.g., gouging, price fixing)
Learning Indicator: Mktg_2.1.12	Give examples of how unethical behavior leads to governmental regulations
Learning Indicator: Mktg_2.1.13	Identify ethical considerations relating to product development (e.g., pilfering ideas, industrial espionage)

## Marketing Mktg\_3: Demonstrate Knowledge of External Factors to Business

**Mktg\_3.1** Identify and explain how government regulations influence/dictate marketing decisions.

Learning Indicator: Mktg_3.1.1	Identify specific marketing regulations and the government agencies that create them
Learning Indicator: Mktg_3.1.2	State the ways in which marketing regulations differ among countries and their effects on business

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Learning Indicator: Mktg\_3.1.3 Analyze the impact of specific marketing regulations on doing business both domestically and internationally

Learning Indicator: Mktg\_3.1.4 Compare the relative merits of having more or less government regulation of marketing

Learning Indicator: Mktg\_3.1.5 Identify the effects marketing regulation has had on specific industries

## **Mktg\_3.2 Identify and explain how the economic environment influences/dictates marketing decisions.**

Learning Indicator: Mktg\_3.2.1 Determine the ways in which economic conditions, both domestically and internationally, affect marketing strategy

## **Mktg\_3.3 Identify and explain how special interest groups influence/dictate marketing decisions.**

Learning Indicator: Mktg\_3.3.1 Identify specific special interest groups concerned with marketing policy (e.g., consumer and labor groups)

Learning Indicator: Mktg\_3.3.2 Describe the ways in which special interest groups affect marketing (e.g., pressure for government regulations, boycotts)

Learning Indicator: Mktg\_3.3.3 Analyze the ways in which marketers may respond to the concerns of special interest groups

## **Mktg\_3.4 Identify and explain how cultural differences influence/dictate marketing decisions.**

Learning Indicator: Mktg\_3.4.1 Identify specific differences in cultural norms and values that may influence marketing

Learning Indicator: Mktg\_3.4.2 Describe how cultural differences, both domestically and internationally, affect each element of the marketing mix

Learning Indicator: Mktg\_3.4.3 Demonstrate through case studies the effects of cultural differences on marketing

## **Mktg\_3.5 Identify and explain how technology influences/dictates marketing decisions.**

Learning Indicator: Mktg\_3.5.1 Identify current technological advances affecting market strategy

Learning Indicator: Mktg\_3.5.2 Explain the importance of having a technological edge over competition (e.g., faster to market with new products)

Learning Indicator: Mktg\_3.5.3 Determine new ways of marketing products using emerging technologies (e.g., Internet, television shopping)

Learning Indicator: Mktg\_3.5.4 Demonstrate the ability to use the latest technology in marketing activities

## **Mktg\_3.6 Identify and explain how competition influences/dictates marketing decisions.**

Learning Indicator: Mktg\_3.6.1 Differentiate between direct and non-direct competition and how each affects marketing strategy

Learning Indicator: Mktg\_3.6.2 Analyze the competition for a specific product or service and determine how its strengths and weaknesses will lead to identification of opportunities

## **Marketing Mktg\_4: Demonstrate Product Knowledge**

### **Mktg\_4.1 Describe stages of product development and how new products are developed.**

Learning Indicator: Mktg\_4.1.1 Develop new products/services that are perceived as wanted by consumers

Learning Indicator: Mktg\_4.1.2 Describe how new product/services are conceived, developed, and test marketed

Learning Indicator: Mktg\_4.1.3 List the steps of the product life cycle and identify in which stage a product is located

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## Mktg\_4.2 Describe the common characteristics of a product package and brand.

Learning Indicator: Mktg_4.2.1	Name the common elements (required and non-required) on a typical product package
Learning Indicator: Mktg_4.2.2	Explain the various functions of packaging and why each is important (e.g., protection, promotion)
Learning Indicator: Mktg_4.2.3	Identify the qualities of an effective brand name
Learning Indicator: Mktg_4.2.4	State the effects of increased global trade on packaging (e.g., descriptors in various languages, durability)

## Mktg\_4.3 Classify products in industrial or consumer categories.

Learning Indicator: Mktg_4.3.1	Define industrial or consumer categories and classify product in those categories (e.g., convenience, shopping, specialty, raw materials, component parts, installations)
Learning Indicator: Mktg_4.3.2	Differentiate between brand name and generic products

## Mktg\_4.4 Describe the characteristics of a product mix and extensions.

Learning Indicator: Mktg_4.4.1	Define the nature of a product mix in a particular company
Learning Indicator: Mktg_4.4.2	Identify product mix decisions that must be made in order to market the product or service
Learning Indicator: Mktg_4.4.3	Explain the advantages and disadvantages of product line diversification (e.g., extending product lines and adding new ones)
Learning Indicator: Mktg_4.4.4	Explain the need for comprehensive marketing of the extended product such as warranty, service contract, etc.

## Marketing Mktg\_5: Demonstrate Knowledge of Price

### Mktg\_5.1 Explain the role of pricing in the marketing process.

Learning Indicator: Mktg_5.1.1	Identify the various objectives of pricing (e.g., revenue maximization, profit maximization)
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### Mktg\_5.2 Describe and use various pricing strategies.

Learning Indicator: Mktg_5.2.1	Identify the factors that will influence a product's price (e.g., cost, quality, competition, brand loyalty)
Learning Indicator: Mktg_5.2.2	Identify various pricing policies (e.g., line, loss leader, psychological) and the situations in which each is applicable
Learning Indicator: Mktg_5.2.3	Explain the use of break-even analysis to determine price
Learning Indicator: Mktg_5.2.4	Calculate a product's price using a variety of methods (e.g., break-even, cost-plus)
Learning Indicator: Mktg_5.2.5	Explain the concept of price elasticity and how it affects price
Learning Indicator: Mktg_5.2.6	Describe the alternative new product pricing strategies of skimming and penetration, and explain when each is applicable
Learning Indicator: Mktg_5.2.7	Explain how international currency exchange rates affect the prices of exported products
Learning Indicator: Mktg_5.2.8	Calculate a break-even point using cost and price information
Learning Indicator: Mktg_5.2.9	Explain the relationship between price and perceived quality
Learning Indicator: Mktg_5.2.10	Describe how economies of scale attained through mass production affect pricing strategy

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## Marketing Mktg\_6: Demonstrate Knowledge of Place/Distribution

### Mktg\_6.1 Apply distribution processes and methods to develop distribution plans.

Learning Indicator: Mktg_6.1.1	Differentiate among the various channels of distribution and explain their importance to the marketing process (e.g., indirect vs. direct)
Learning Indicator: Mktg_6.1.2	Explain the direct channel of distribution (producer to consumer) and when it is most appropriate to use
Learning Indicator: Mktg_6.1.3	Explain the role of the various intermediaries in the channel of distribution (e.g., retailer, wholesaler, broker, agent, warehouse, stock handler)
Learning Indicator: Mktg_6.1.4	Identify the major components of a physical distribution system (e.g., type of transportation, storage)
Learning Indicator: Mktg_6.1.5	Determine various indirect channels of distribution (e.g., wholesaler, agent) and when each is most appropriate to use
Learning Indicator: Mktg_6.1.6	Identify the most efficient means for distributing a product or service (e.g., agent, broker, retailer, wholesaler)
Learning Indicator: Mktg_6.1.7	Describe the importance of inventory control in the marketing process (e.g., maintain appropriate level, shrinkage)
Learning Indicator: Mktg_6.1.8	Develop a distribution plan for a given product

## Marketing Mktg\_7: Demonstrate Knowledge of Advertising

### Mktg\_7.1 Explain how and why advertising contributes to successful marketing.

Learning Indicator: Mktg_7.1.1	Identify the various mediums available for advertising
Learning Indicator: Mktg_7.1.2	Demonstrate a knowledge of the basics of the design process in graphics
Learning Indicator: Mktg_7.1.3	Design advertisements
Learning Indicator: Mktg_7.1.4	Identify the factors that determine media selection
Learning Indicator: Mktg_7.1.5	Explain how research can be used in the advertising process (e.g., pretesting, post testing)
Learning Indicator: Mktg_7.1.6	Determine effective strategies for graphic design
Learning Indicator: Mktg_7.1.7	Describe the roles of copywriting, art direction, and production in the creative process
Learning Indicator: Mktg_7.1.8	Explain how changing technology affects advertising
Learning Indicator: Mktg_7.1.9	Develop an advertising budget

### Mktg\_7.2 Explain how sales promotion contributes to successful marketing.

Learning Indicator: Mktg_7.2.1	Choose appropriate sales promotion tools for a particular product or service
Learning Indicator: Mktg_7.2.2	Compare and contrast the alternative forms of sales promotion
Learning Indicator: Mktg_7.2.3	Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising
Learning Indicator: Mktg_7.2.4	Describe how marketers combine trade and consumer promotions in developing effective promotional programs

### Mktg\_7.3 Identify, compare, and contrast various forms of public relations activities and determine how public relations contributes to successful marketing.

Learning Indicator: Mktg_7.3.1	Identify the various forms of public relations activities used by marketers
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Learning Indicator: Mktg_7.3.2	Critique public relations activities being used by marketers
Learning Indicator: Mktg_7.3.3	Differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable)
Learning Indicator: Mktg_7.3.4	Discuss ways in which companies can control (or at least minimize) unfavorable publicity
Learning Indicator: Mktg_7.3.5	Develop a public relations plan for responding to unfavorable publicity based on a previous case study

**Mktg\_7.4 Describe how personal selling contributes to successful marketing and demonstrate how successful sales are accomplished.**

Learning Indicator: Mktg_7.4.1	Explain the importance of personal selling in a company's operation
Learning Indicator: Mktg_7.4.2	Demonstrate the steps involved in the selling process
Learning Indicator: Mktg_7.4.3	Describe the qualities necessary for success as a sales manager
Learning Indicator: Mktg_7.4.4	Identify the roles played by people involved in the purchase or use of the product (e.g., buyer, influencer, user)
Learning Indicator: Mktg_7.4.5	Evaluate a variety of sales approaches (e.g., order-getting vs. order-taking)
Learning Indicator: Mktg_7.4.6	Identify the various types of sales personnel (e.g., manufacturers, agents, missionary salespeople, retail salespeople)
Learning Indicator: Mktg_7.4.7	Describe the functions of sales managers, including personnel and budget management

**Marketing Mktg\_9: Identify Characteristics of a Market**

**Mktg\_9.1 Identify buying motives and strategies to influence buying.**

Learning Indicator: Mktg_9.1.1	Differentiate between rational and emotional buying motives
Learning Indicator: Mktg_9.1.2	Develop strategies to influence rational and emotional buying motives

**Mktg\_9.2 Differentiate between the types of markets.**

Learning Indicator: Mktg_9.2.1	Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)
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**Mktg\_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.**

Learning Indicator: Mktg_9.3.1	Describe various methods of market segmentation (e.g., demographics, psychographics, benefits, product usage)
Learning Indicator: Mktg_9.3.2	Identify a target market for a given product or service
Learning Indicator: Mktg_9.3.3	Explain why market segmentation is important to the achievement of market goals
Learning Indicator: Mktg_9.3.4	Explain the marketing strategies used to reach a given target market
Learning Indicator: Mktg_9.3.5	Devise a plan to market a given product to a specific target market

**Mktg\_9.4 Explain why market positioning and repositioning are important.**

Learning Indicator: Mktg_9.4.1	Explain why the characteristics of a given product or service have a competitive edge
Learning Indicator: Mktg_9.4.2	Identify why manufacturing locations are often close to the market served
Learning Indicator: Mktg_9.4.3	Determine extended product features that give a product the competitive edge
Learning Indicator: Mktg_9.4.4	Contrast a domestic and international marketing plan for a given product/service

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Learning Indicator: Mktg\_9.4.5      Adjust the marketing plans of a product for different international markets

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