

Marketing Objectives

1. Identify and determine personal opportunities available within the Marketing program, (through both the course work and DECA) which will allow success during the high school career.
2. Interpret the importance of economic principle and apply the knowledge to real-life scenarios using classroom activities and materials
3. Analyze the various disciplines in marketing (i.e., purchasing, inventory control, sales, warehousing, distribution, staffing, and customer relations).
4. Apply math and communication skills within the marketing content.
5. Analyze and apply skills associated with communication, human relations, writing and speaking skills through communications in the promotion and salesmanship units.
6. Demonstrate problem-solving and decision-making skills as they apply in economics, personal finance, human relations, distribution, or product service planning.
7. Develop real-life portfolio entries through brochures or advertisement learned in promotion unit.
8. Demonstrate employability and social skills relative to the career cluster.
9. Investigate the various types of risks that impact business activities; categorize the risks as natural, human or economic; and explain methods a business uses to control risks.
10. Interpret the role and characteristics of marketing in three different types of economic systems: capitalism, socialism, and communism
11. Analyze and apply the role of technology in improving the marketing process.
12. Explain ways to make responsible buying decisions in relations to wants and needs describe and evaluate a marketing plan for a new or existing business or product line.
13. Compare products & services based on these factors (e.g., price, quality, availability, comparison shopping) to consider when making consumer decisions.
14. Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.