

# JA Marketing Principles<sup>®</sup> 2

► Work and Career Readiness

*JA Marketing Principles 2*, a one-semester educator-led course, introduces high school students to marketing and some basic marketing techniques.

This course has received California A-G approval from High School Articulation, Office of Undergraduate Admissions, University of California.

Volunteers engage with students through a variety of activities that includes subject matter guest speaking and coaching or advising for case study and project course work. Volunteer activities help students better understand the relationship between what they learn in school, their future career, and their successful participation in today's global economy.

## LEARNING EXPERIENCE OBJECTIVES

- Learn the necessary concepts applicable to state and national educational standards
- Apply these standards-based concepts to the real world
- Synthesize elective concepts through a cumulative, tangible deliverable (project)
- Analyze a business situation or principle through the use of a case study
- Demonstrate the skills necessary for future career pathway success

### COURSE OUTLINE

Course Theme	Theme Topics	Project Topic
<b>Market Research</b>	<ol style="list-style-type: none"> <li>1. What Is Market Research?</li> <li>2. Types of Market Research</li> <li>3. Tools of Market Research</li> <li>4. Market Research Process</li> </ol>	Content Marketing: Students learn about the importance of content marketing and how to develop a content plan that provides valuable information to customers while also promoting a business.
<b>Marketing Plan</b>	<ol style="list-style-type: none"> <li>1. The Purpose of a Marketing Plan</li> <li>2. Elements of a Marketing Plan</li> <li>3. Developing a Marketing Plan</li> <li>4. Budget</li> </ol>	Messaging Across the Channels: Students learn about the communication mix, the specific methods and media used to promote products and services to a target market.
<b>Sales and Marketing Methods</b>	<ol style="list-style-type: none"> <li>1. Sales and Marketing</li> <li>2. Retail Marketing</li> <li>3. Online Marketing and E-Commerce</li> <li>4. B2B Marketing</li> </ol>	Customer Service Trends: Students learn about the definition and importance of customer service and create a strategy based on the company's practices and needs.
<b>Careers in Marketing</b>	<ol style="list-style-type: none"> <li>1. Planning for a Career in Marketing</li> <li>2. Marketing Careers in the New Economy</li> <li>3. Retail Marketing Careers</li> <li>4. Marketing Career Fair</li> </ol>	Emotional Connection: Students learn about the importance of making an emotional connection with customers.

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For the guiding national standards that are presented below, the legend for reference is as follows: **NBEA**—National Business Education Association Standards for Marketing.

## THEME 1: MARKETING RESEARCH

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: What Is Market Research?</b>	Students learn how market research allows companies to gather, analyze, and interpret information to make strategic decisions about their product line and how it is marketed.	<ul style="list-style-type: none"> <li>NBEA–Marketing VI. Marketing Research: Analyze the role of marketing research in decision-making.</li> </ul>	<ol style="list-style-type: none"> <li>Examine the reasons market research is conducted.</li> <li>Learn key steps in the process of conducting market research.</li> <li>Research the methods businesses use to conduct market research.</li> <li>Demonstrate how market research benefits companies.</li> </ol>
<b>2: Types of Market Research</b>	Students learn about primary (qualitative) and secondary (quantitative) research and the contribution they make to marketing.	<ul style="list-style-type: none"> <li>NBEA–Marketing IV. The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</li> <li>NBEA–Marketing VI. Marketing Research: Analyze the role of marketing research in decision-making.</li> <li>NBEA–Marketing VI. Level 3. 6. Identify the methods for collecting primary data (e.g., surveys, experiments, focus groups, and observations).</li> </ul>	<ol style="list-style-type: none"> <li>Define qualitative and quantitative market research.</li> <li>Evaluate the purposes of qualitative and quantitative market research.</li> <li>Examine methods of quantitative market research.</li> <li>Apply quantitative market research methodology to a business scenario.</li> </ol>
<b>3: Tools for Market Research</b>	Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.	<ul style="list-style-type: none"> <li>NBEA–Marketing V. The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.</li> <li>NBEA–Marketing VI. Marketing Research: Analyze the role of marketing research in decision-making.</li> </ul>	<ol style="list-style-type: none"> <li>Examine methods of qualitative market research.</li> <li>Identify an appropriate research tool to design a qualitative research study.</li> <li>Conduct a qualitative research study (in-depth interview).</li> <li>Analyze the results of qualitative research.</li> </ol>
<b>4: Market Research Process</b>	Students learn about market research tools used to gather data on demographics and lifestyles. Through gaining an understanding of the market, students can create a marketing plan.	<ul style="list-style-type: none"> <li>NBEA–Marketing VI. Marketing Research: Analyze the role of marketing research in decision-making.</li> <li>NBEA–Marketing VI. Level 3. 7. Discuss the seven steps in the market research process (Define the problem, develop the research strategy, acquire materials, collect data, analyze data, compile data, implement data-driven strategies).</li> </ul>	<ol style="list-style-type: none"> <li>Identify steps in the market research process used to measure brand identity.</li> <li>Research how brands have handled image problems in the past.</li> <li>Perform market research related to brand identity.</li> <li>Present quantitative data to a “marketing department” and give recommended solutions to an identified brand identity problem.</li> <li>Exhibit polished and effective presentation technique.</li> </ol>

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## THEME 2: MARKETING PLAN

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: The Purpose of a Marketing Plan</b>	Students learn the importance of a marketing plan to describe a company's marketing strategies and how those strategies will be implemented.	<ul style="list-style-type: none"> <li>NBEA–Marketing VI. Marketing Research: Analyze the role of marketing research in decision-making.</li> </ul>	<ol style="list-style-type: none"> <li>1. Explain the role of essential purpose of a marketing plan in business.</li> <li>2. Review and analyze a company's marketing plan.</li> <li>3. Research and develop a market snapshot for a marketing plan.</li> </ol>
<b>2: Elements of a Marketing Plan</b>	Students learn the elements of a marketing plan and how they combine to provide a roadmap for implementing marketing strategies.	<ul style="list-style-type: none"> <li>NBEA–Marketing V. The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.</li> </ul>	<ol style="list-style-type: none"> <li>1. Define the essential components of a marketing plan.</li> <li>2. Develop approaches for creating a marketing plan.</li> <li>3. Examine successful mission statements and explain their role in marketing plans.</li> <li>4. Create a written product description for a marketing plan.</li> </ol>
<b>3: Developing a Marketing Plan</b>	Students gain experience in developing a marketing plan, including a situational analysis that is a key element of any plan.	<ul style="list-style-type: none"> <li>NBEA–Marketing V. The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.</li> </ul>	<ol style="list-style-type: none"> <li>1. Review the approaches to developing and writing the elements of a marketing plan.</li> <li>2. Describe the elements and purpose of a SWOT Analysis.</li> <li>3. Organize questions to solve a situation through a SWOT Analysis.</li> <li>4. Apply SWOT Analysis to the development of a marketing strategy.</li> </ol>
<b>4: Budget</b>	Students learn the importance of a marketing budget and how to allocate funds and other resources for specific activities. In addition, they will learn how marketing expenditures are measured via metrics.	<ul style="list-style-type: none"> <li>NBEA–Marketing V. The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe the importance of a marketing budget as an element of a marketing plan.</li> <li>2. Examine methods of creating a marketing budget.</li> <li>3. Use methods of tracking, monitoring, and analyzing marketing metrics as related to ROI (return on investment).</li> <li>4. Adjust marketing activities based on plan results.</li> </ol>

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## THEME 3: SALES AND MARKETING RECORDS

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: Sales and Marketing</b>	In many companies, sales and marketing function hand in hand. Marketing evaluates customer wants and needs, then develops, implements, and tweaks a plan to meet those wants and needs while generating profits. Sales has the direct link to the customer and closes the deal.	<ul style="list-style-type: none"> <li>• NBEA–Marketing IV. D. 4. Level 2. 42. Examine the role of salespeople in building customer relationships.</li> <li>• NBEA–Marketing IV. D. 4. Level 3. 44. Plan and organize a sales presentation (e.g., approaching prospects, asking appropriate questions, relating features and benefits to customer needs).</li> </ul>	<ol style="list-style-type: none"> <li>1. Examine the reasons market research is conducted.</li> <li>2. Learn key steps in the process of conducting market research.</li> <li>3. Research the methods businesses use to conduct market research.</li> <li>4. Demonstrate how market research benefits companies.</li> </ol>
<b>2: Retail Marketing</b>	Retailers market themselves to raise awareness of their stores and drive sales. Retail marketing involves selling products to consumers from a fixed location. For the purposes of this session, it does not include e-commerce or online sales.	<ul style="list-style-type: none"> <li>• NBEA–Marketing IV. The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</li> </ul>	<ol style="list-style-type: none"> <li>1. Explain the unique aspects of retail marketing.</li> <li>2. Describe the characteristics of an effective retail business.</li> <li>3. Describe the connection between store location, company brand, and product marketing strategies.</li> <li>4. Evaluate two highly effective retail stores, and explain why they are successful with two different markets.</li> </ol>
<b>3: Online Marketing and E-Commerce</b>	The Internet has grown to become a major force in marketing and sales. Businesses and individuals who market and sell online can reach large audiences at a low cost and consumers can research and purchase products from anywhere at any time.	<ul style="list-style-type: none"> <li>• NBEA–Marketing I. Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li> <li>• NBEA–Marketing III. G. Level 2. 2. Identify ways that evolving technologies (e.g., s-commerce, f-commerce, e-commerce, and mobile technologies) affect marketing strategy.</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe online marketing and e-commerce.</li> <li>2. Distinguish the advantages and disadvantages of buying online for both seller and buyer.</li> <li>3. Explain search engine optimization and social media marketing as a method of driving e-commerce traffic.</li> <li>4. Create a Web page promoting e-commerce best practices.</li> </ol>
<b>4: B2B Marketing</b>	Business to business (B2B) marketing involves promoting the sale of one company's product or service to another company. All companies, government agencies, medical institutions, and educational systems engage in B2B activities, and B2B marketing is how they learn about and sell to each other.	<ul style="list-style-type: none"> <li>• NBEA–Marketing I. Level 3. Identify ways that evolving technologies (e.g., s-commerce, f-commerce, e-commerce, and mobile technologies) affect marketing strategy.</li> </ul>	<ol style="list-style-type: none"> <li>1. Define B2B marketing.</li> <li>2. Describe the difference in B2B marketing and B2C (consumer) marketing.</li> <li>3. Research ways that companies market their products and services to B2B customers.</li> <li>4. Develop a marketing plan for a B2B company.</li> </ol>

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## THEME 4: CAREERS IN MARKETING

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: Planning for a Career in Marketing</b>	Careers in marketing require skills in research, behavioral psychology, and visual arts. Marketers monitor trends and develop and promote products and services. The role of marketing in the world is increasing and marketing as a field is anticipated to grow 9 percent a year between 2014 and 2024, making this a viable career option.	<ul style="list-style-type: none"> <li>NBEA–Marketing I. Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li> </ul>	<ol style="list-style-type: none"> <li>Evaluate career categories in marketing.</li> <li>Evaluate anticipated future opportunities in the marketing career cluster.</li> <li>Learn traits of successful marketing employees.</li> <li>Compare and contrast marketing jobs to jobs in business management and administration.</li> </ol>
<b>2: Marketing Careers in the New Economy</b>	Today, marketing takes place in virtually every kind of company, whether small and local or a multinational behemoth. Marketing departments in large companies work with ad agencies, public relations firms, independent consultants, and others. Small companies often use independent firms and individuals to conduct research, run promotions, or hold events. This session addresses international career options in the first of two groups of marketing areas and have students research needed skills.	<ul style="list-style-type: none"> <li>NBEA–Marketing I. Level 4. 11. Describe the impact of marketing on national and/or global economies.</li> </ul>	<ol style="list-style-type: none"> <li>Research careers in market research and analysis, product and brand management, advertising promotions, and public relations.</li> <li>Compare international marketing jobs at large, medium, and small companies.</li> </ol>
<b>3: Tools for Market Research</b>	Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.	<ul style="list-style-type: none"> <li>NBEA–Marketing VI. Analyze the role of marketing research in decision-making.</li> <li>NBEA–Career Development III. Level 3. 11. Create presentations for a specific purpose and audience.</li> </ul>	<ol style="list-style-type: none"> <li>List the educational requirements for marketing jobs.</li> <li>Describe international jobs in retailing and customer occupations.</li> <li>Develop expertise in a specific customer service sales occupation.</li> </ol>

(continued)

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## THEME 4: CAREERS IN MARKETING

Session	Session Description	Guiding Standards	Student Learning Activities
<b>4: Marketing Career Fair</b>	Becoming an expert in a career area allows a job applicant to become comfortable asking and answering questions that will help determine whether a job is a good fit. In a career fair, students share what they have learned about marketing careers and evaluate areas that might be a good fit with their talents and interests.	<ul style="list-style-type: none"><li>• NBEA–Marketing I. Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li><li>• NBEA–Career Development II. Career Exploration and Research: Utilize career resources to develop a career information portfolio that includes international career opportunities.</li></ul>	<ol style="list-style-type: none"><li>1. Discuss the job application process.</li><li>2. Develop explanatory materials about a job/career path.</li><li>3. Attend a mock career fair as both a recruiter and possible job applicant.</li></ol>

## CASE STUDY: CREATING THE CUSTOMER EXPERIENCE

Students will evaluate the strengths and weaknesses of a fictional café and design a survey to gauge and improve customer experience.