

# JA Marketing Principles<sup>®</sup> 1

► Work and Career Readiness

*JA Marketing Principles 1*, 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>Marketing is Everywhere</b>	<ol style="list-style-type: none"> <li>1. What Is Marketing?</li> <li>2. Communication Channels</li> <li>3. Marketing Benefits</li> <li>4. Ethics in Marketing</li> </ol>	Brand Affinity: Students explore the purposes and features of marketing, product development, and customer service.
<b>Understanding the Consumer</b>	<ol style="list-style-type: none"> <li>1. Consumer Decision Making</li> <li>2. Market Segmentation</li> <li>3. Influencing Consumer Behavior</li> <li>4. Measuring and Adapting to Marketing Results</li> </ol>	Brand Identity, Image and Positioning: Students learn how a brand's visual identity and positioning activities combine to form an image of the brand for its target market.
<b>The Marketing Mix</b>	<ol style="list-style-type: none"> <li>1. The Marketing Mix: Product</li> <li>2. The Marketing Mix: Place</li> <li>3. The Marketing Mix: Price</li> <li>4. The Marketing Mix: Promotion</li> </ol>	Target Market Analysis: Students learn the importance of accurately targeting a market for their product or service and methodology for identifying and reaching their target markets.

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## COURSE OUTLINE

Course Theme	Theme Topics	Project Topic
<b>Marketing in the World</b>	<ol style="list-style-type: none"> <li>1. Examining Your Current Market</li> <li>2. Global Marketing</li> <li>3. Stakeholders</li> <li>4. Competitive Analysis</li> </ol>	Brand Awareness and Affinity Study: Students learn the differences between brand awareness and brand affinity and how marketers build both through customer engagement.

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 IS EVERYWHERE

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: What Is Marketing?</b>	Students receive an introduction to the concept of marketing. They learn the seven marketing functions and how each supports and increases customer satisfaction and company profits.	<ul style="list-style-type: none"> <li>• NBEA–Marketing I. Level 2. 4. Describe the role of marketing in building customer demand for goods and services.</li> <li>• NBEA–Marketing I. Level 3. 6. Recognize that a successful marketing strategy is built on positive customer relationships.</li> </ul>	<ol style="list-style-type: none"> <li>1. Demonstrate an understanding of the concept of marketing.</li> <li>2. Explain how marketing can be used to build customer relationships.</li> <li>3. Identify the seven marketing functions.</li> </ol>
<b>2: Communication Channels</b>	Students explore the increasing number of marketing communication channels and develop targeted marketing messages designed for different channels.	<ul style="list-style-type: none"> <li>• NBEA–Marketing II. Consumers and Their Behavior: Analyze the characteristics, motivations, and behaviors of consumers.</li> <li>• NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <li>• NBEA–Marketing II. A. Level 4. 9. Conduct research about consumer demographics in the context of market segmentation.</li> </ul>	<ol style="list-style-type: none"> <li>1. Research factors that contribute to the price of a product.</li> <li>2. Analyze competitive pricing.</li> <li>3. Formulate pricing strategies for a new product.</li> <li>4. Develop ideas on the optimal pricing for company and consumer.</li> </ol>

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## THEME 1: MARKETING IS EVERYWHERE

Session	Session Description	Guiding Standards	Student Learning Activities
<b>3: Marketing Benefits</b>	Students explore how marketing benefits motivates purchase decisions.	<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 I. Level 3. 6. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market.</li> </ul>	<ol style="list-style-type: none"> <li>1. Explain why companies advertise.</li> <li>2. Identify various persuasive techniques (bandwagon, emotional appeal, etc.).</li> <li>3. Research ways that promotion affects consumer purchases.</li> <li>4. Develop ideas about the best combination of promotional strategies for specific target markets, including social media, television, and coupons. (Focus on how and when to reach target consumers.)</li> </ol>
<b>4: Ethics in Marketing</b>	Students explore the issues of ethics in marketing, including the differences between legal and ethical marketing and new types of marketing messages masquerading as content.	<ul style="list-style-type: none"> <li>NBEA–Marketing III. B. Level 4. 8. Compare and contrast legal versus ethical marketing practices (e.g., utilitarianism vs. moral idealism).</li> <li>NBEA–Marketing III. B. Level 4. 10. Describe the role of ethics in supporting sustainable marketing practices.</li> </ul>	<ol style="list-style-type: none"> <li>1. Explain ethical behavior and its impact on marketing.</li> <li>2. Differentiate between legal versus ethical marketing practices.</li> <li>3. Recognize the role of the FTC in advertising practices.</li> <li>4. Demonstrate an understanding of claim validation.</li> <li>5. Differentiate sponsored content from other advertising.</li> <li>6. Write a sponsored story.</li> <li>7. Analyze ethical and unethical methods used by marketers to obtain and use customers' personal information.</li> </ol>

## THEME 2: UNDERSTANDING THE CONSUMER

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: Consumer Decision Making</b>	Students explore how consumers make buying decisions and how marketers tailor messages to take advantage of consumer behavior.	<ul style="list-style-type: none"> <li>NBEA–Marketing II. Consumers and Their Behavior: Analyze the characteristics, motivations, and behaviors of consumers.</li> <li>NBEA–Marketing II. A. Level 3. 4. Describe the impact of consumer differences (e.g., life stages, benefits sought, usage rate, brand loyalty, and socioeconomic characteristics) on buying.</li> <li>NBEA–Marketing II. A. Level 3. 7. Describe the steps in the consumer buying decision process and postpurchase evaluation process.</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe how consumer differences shape wants and needs.</li> <li>2. Explain consumer-buying behavior.</li> <li>3. Evaluate the stages of the consumer-buying decision process.</li> <li>4. Compare actions of consumers at each stage in the decision process for a low- and a high-involvement product.</li> <li>5. Generate situations for a marketer and a consumer for each stage in the buying-decision process.</li> </ol>

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## THEME 2: UNDERSTANDING THE CONSUMER

Session	Session Description	Guiding Standards	Student Learning Activities
<b>2: Market Segmentation</b>	Students explore the area of market segmentation, including how marketers target specific groups of customers.	<ul style="list-style-type: none"> <li>NBEA–Marketing II. Consumers and their Behavior: Analyze the characteristics, motivations, and behaviors of consumers.</li> <li>NBEA–Marketing II. B. Level 2.               <ol style="list-style-type: none"> <li>Define market segmentation and describe how it is used.</li> <li>Describe positioning strategies used by companies.</li> </ol> </li> <li>NBEA–Marketing II. B. Level 4. 6. Analyze variables used to identify target markets (e.g., usage level, brand loyalty, and benefits sought).</li> </ul>	<ol style="list-style-type: none"> <li>Define market segmentation and describe how it is used.</li> <li>Describe market segments targeted by companies.</li> <li>Identify tools of market segmentation: demographics, psychographics, and geographics.</li> <li>Explain ways that segmentation can be used to identify target markets.</li> <li>Analyze the variables used to identify target markets (e.g., goals, buying habits, benefits sought).</li> </ol>
<b>3: Influencing Consumer Behavior</b>	Students explore the impact of consumer behavior on the marketing process, including how consumer purchasing decisions are influenced by cultural, social, psychological, and personal differences.	<ul style="list-style-type: none"> <li>NBEA–Marketing II. Consumers and Their Behavior: Analyze the characteristics, motivations, and behaviors of consumers.</li> </ul>	<ol style="list-style-type: none"> <li>Describe the four main factors that influence consumer buying behavior, their significance, and how they affect promotional activity.</li> <li>Describe the characteristics of changing domestic and global populations using market segmentation tools.</li> <li>Develop a message (including a slogan) that generates a consumer need or desire to purchase a product/service.</li> </ol>
<b>4: Measuring and Adapting to Marketing Results</b>	Students explore the ways marketers develop and test their strategies and adapt them based on marketing results.	<ul style="list-style-type: none"> <li>NBEA–Marketing VI. 1. Level 2.               <ol style="list-style-type: none"> <li>Discuss the reasons and uses for market research.</li> <li>Describe primary and secondary data.</li> <li>Identify sources of secondary data (e.g., digital and library) for research purposes.</li> </ol> </li> <li>NBEA–Marketing VI. 1. 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>Discuss the reasons for conducting marketing research.</li> <li>Differentiate between primary and secondary sources of data and explain their use.</li> <li>Explain how marketers gather and use personal data.</li> </ol>

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## THEME 3: THE MARKETING MIX

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: The Marketing Mix: Product</b>	Students learn about the mix of activities that make up marketing: Product, Place, Price, and Promotion. They focus on product and learn how marketing comes into play during the product development cycle.	<ul style="list-style-type: none"> <li>• NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <li>• NBEA–Marketing IV. The Marketing Mix: Analyze elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</li> <li>• NBEA–Marketing V. Marketing Research: Analyze the role of marketing research in decision-making.</li> <li>• NBEA–Marketing IV. A. 7. Level 3. 63. Describe the stages of a product life cycle. 64. Examine the product life cycle stage of products (introduction, growth, maturity, decline).</li> <li>• NBEA–Marketing IV. A. 7. Level 4. 66. Assess strategies for managing a product through its life cycle.</li> </ul>	<ol style="list-style-type: none"> <li>1. Learn about the marketing mix of Product, Place, Price, and Promotion.</li> <li>2. Classify products into consumer categories.</li> <li>3. Identify and develop a new product with a unique value proposition.</li> <li>4. Analyze the target market's wants and needs of the product and recognize how this drives product development.</li> <li>5. Justify expectations for the new product's life cycle.</li> </ol>
<b>2: The Marketing Mix: Place</b>	Students learn about distribution channels and the path a product takes from manufacturer to customer, including third-party intermediaries such as wholesalers, retailers, distributors, and e-commerce.	<ul style="list-style-type: none"> <li>• NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <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 IV. 7. B. Level 2. 4. Describe the marketing (distribution) channel. 5. Explain the roles of the different members of a marketing (distribution) channel (e.g., manufacturer, wholesaler, and retailer).</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe different locations for purchasing products.</li> <li>2. Differentiate among distribution channels such as retail, wholesale, warehouses, online, e-commerce, etc.</li> <li>3. Research the channels of distribution used to get product from manufacturer to consumer.</li> <li>4. Design a distribution channel to move the new product from manufacturer to final user.</li> <li>5. Develop ideas on accessing the right distribution channels. (Focus on purchasing at a particular place.)</li> </ol>

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## THEME 3: THE MARKETING MIX

Session	Session Description	Guiding Standards	Student Learning Activities
<b>3: The Marketing Mix: Price</b>	Students learn about pricing strategy and how to price products to match the amount customers are willing to pay. They learn the role of market research and the company's strategy and objectives on setting the right price.	<ul style="list-style-type: none"> <li>NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <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 IV. 7. C. Level 2.               <ol style="list-style-type: none"> <li>Identify the factors that contribute to a product's price (e.g., cost, quality, competition, and brand loyalty).</li> <li>Explain the relationship between price and perceived quality (the price–value relationship).</li> </ol> </li> <li>NBEA–Marketing IV. 7. C. Level 3. 5. Derive pricing strategies based on corporate objectives.</li> </ul>	<ol style="list-style-type: none"> <li>Explain the difference between cost and price.</li> <li>Research factors that contribute to the price of a product.</li> <li>Formulate pricing strategies for a new product.</li> <li>Generate questions and answers, and develop ideas on the best pricing for company and consumer.</li> </ol>
<b>4: The Marketing Mix: Promotion</b>	Students learn about the role of promotion as part of the marketing mix, to attract customers' attention and motivate them to purchase.	<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 IV. D. 1. Level 1. 2. Discuss ways advertising affects consumer purchases.</li> <li>NBEA–Marketing IV. D. 2. Level 2.19. Identify various forms of sales promotion (e.g., sweepstakes, coupons, contests, and specialty products).</li> </ul>	<ol style="list-style-type: none"> <li>Learn why companies engage in promotional activities.</li> <li>Identify various persuasive techniques (bandwagon, emotional appeal, etc.).</li> <li>Research ways promotion affects consumer purchases.</li> <li>Develop ideas about the best combination of promotional strategies for specific target markets, including social media, in-store, and coupons. (Focus on how to reach and time to reach target consumers.)</li> </ol>

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## THEME 4: MARKETING IN THE WORLD

Session	Session Description	Guiding Standards	Student Learning Activities
<b>1: Examining Your Current Market</b>	Students learn about the role of cultural differences in marketing and the importance of cultural etiquette and communication.	<ul style="list-style-type: none"> <li>• NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <li>• NBEA–Marketing III. F. Level 2.               <ol style="list-style-type: none"> <li>2. Identify specific differences in cultural norms and values that may influence marketing.</li> <li>3. Discuss how sociocultural groups impact marketing strategies.</li> </ol> </li> <li>• NBEA–Marketing III. F. Level 3.               <ol style="list-style-type: none"> <li>4. Describe ways cultural differences, both domestic and international, affect marketing activities.</li> <li>5. Analyze ways in which marketers may respond to the concerns of sociocultural groups.</li> </ol> </li> <li>• NBEA–Marketing IV. D. 1. Level 3. 12. Examine how culture influences global advertising.</li> <li>• NBEA–Marketing IV. D. 1. Level 3. 14. Evaluate the role of media planning and selection in delivering messages to consumers.</li> </ul>	<ol style="list-style-type: none"> <li>1. Learn the meaning of culture.</li> <li>2. Describe the components of culture.</li> <li>3. Analyze ways in which sociocultural factors affect domestic and international marketing.</li> <li>4. Explore the experiences of a sociocultural group and develop methods of marketing products and services to that group.</li> </ol>
<b>2: Global Marketing</b>	Students learn about the ways companies adjust their marketing strategies to comply with regulations and market conditions in other countries. Making global sales has become easier due to the Internet and means of transporting goods across borders.	<ul style="list-style-type: none"> <li>• NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> </ul>	<ol style="list-style-type: none"> <li>1. Define global marketing.</li> <li>2. Learn about global marketing strategies and the tools for creating them.</li> <li>3. Assess the role of technology in enabling companies to compete effectively.</li> <li>4. Examine companies with global marketing strategies and explain their benefits.</li> <li>5. Research components of a global marketing strategy.</li> <li>6. Identify a company that could benefit from global marketing and create a global marketing strategy for it.</li> </ol>

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## THEME 4: MARKETING IN THE WORLD

Session	Session Description	Guiding Standards	Student Learning Activities
<b>3: Global Stakeholders</b>	Students learn how stakeholders affect and are affected by a company's objectives.	<ul style="list-style-type: none"> <li>NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <li>NBEA–Marketing III. E. Level 2. 2. Identify who the stakeholders are for a business.</li> <li>NBEA–Marketing III. E. Level 3. 3. Compare and contrast types of stakeholders and their impact on business decisions.</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe a stakeholder.</li> <li>2. Identify who the stakeholders are for a specific business.</li> <li>3. Compare and contrast types of stakeholders and their impact on business decisions.</li> <li>4. Determine the benefits of stakeholders.</li> <li>5. Develop a stakeholder engagement plan.</li> </ol>
<b>4: Competitive Analysis</b>	Students learn how companies analyze the differences and advantages of their market performance compared to their competitors and conduct competitive analysis themselves.	<ul style="list-style-type: none"> <li>NBEA–Marketing III. External Factors: Analyze the influence of external factors on marketing.</li> <li>NBEA–Marketing V. D. Level 2. 3. Identify the role of the market leader, challenger, follower, and nicher in an industry.</li> <li>NBEA–Marketing V. D. Level 4. 10. Analyze ways marketing strategies are altered to meet competition.</li> </ul>	<ol style="list-style-type: none"> <li>1. Describe an example of competition.</li> <li>2. Compare and contrast marketing strategies of competitors in a single industry.</li> <li>3. Identify the role of the market leader, challenger, follower, and “niche” in an industry.</li> <li>4. Assess how a company's competitive role in an industry impacts its marketing strategy.</li> </ol>

## CASE STUDY: BUILDING A BRAND

Students will discover the commonalities between personal identity and brand identity. They will learn and apply the steps for building a brand for a new company.