

Marketing 9 - 12

Essential Questions	Concepts	Competencies
How do external factors influence the marketing process?	Marketing Principles	<p>Assess the marketing concept as it guides the marketing process.</p> <p>Analyze the importance of marketing and its role in the domestic and global economies.</p> <p>Explain the nature of market research in marketing decision making.</p> <p>Apply the results of market research to plan appropriate marketing activities and strategies.</p> <p>Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society</p>
	Marketing Mix	<p>Identify and explain the components of the marketing mix (product, price, place, and promotion).</p> <p>Explain the interrelationships between the marketing mix and the marketing plan.</p> <p>Evaluate target markets and their impact on the marketing plan for products/services.</p> <p>Use emerging technologies to market products and services.</p>
	Law & Ethics	<p>Debate ethical issues associated with marketing products or services.</p> <p>Analyze the impact of laws and regulations on the marketing process.</p> <p>Describe the laws that directly affect the four areas of the marketing mix.</p>
How does consumer behavior influence the marketing mix?	Marketing Principles	<p>Describe the impact of consumer differences when developing a marketing plan.</p> <p>Differentiate between types of consumers (individual, government, business, industry and non-profit).</p> <p>Assess the differences between rational and emotional consumer buying behaviors.</p>
	Marketing Mix	<p>Compare and contrast consumer behaviors on each element of the marketing mix.</p> <p>Develop strategies to gain and maintain market share.</p>
How do marketing strategies impact individuals, business, and society?	Marketing Principles	<p>Explain the channels of distribution.</p> <p>Evaluate and select appropriate channels of distribution for various products.</p>

		Track and determine selling patterns to modify marketing strategies. Evaluate the differences in language and culture that affect the principles within a global market.
	Marketing Mix	Evaluate the impact of changing economic conditions on marketing products and services.
	Law & Ethics	Compare and contrast ethical standards in domestic and international markets. Interpret laws governing marketing in domestic and international markets. Analyze the impact of international laws on consumer products and services.