



A Correlation: Virginia Marketing Exploration and JA Marketing Principles 1

Session Descriptions	Student Objectives	Academic Standards
Theme 1: Marketing is Everywhere		
<p>Project 1: Brand Affinity</p> <p>Students explore the purposes and features of marketing, product development, and customer service.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Research and choose a company and product for the project. • Explain the relationship of brand loyalty and affinity. • Give examples of brands, brand loyalty and affinity. • Research and evaluate the qualities that create brand affinity. • Create a mind map demonstrating an affinity for a brand. 	<p><u>Explain the concept of branding.</u></p> <p><u>Explain the economic benefits of marketing.</u></p>
<p>1.1 What is Marketing?</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the concept of marketing. • Explain how marketing can be used to build customer relationships. • Identify the seven marketing functions. • Illustrate how each of the seven marketing functions can support customer satisfaction while generating a profit for the company. 	<p><u>Define marketing.</u></p> <p><u>Identify the components of a marketing process/cycle.</u></p> <p><u>Identify marketing functions and their importance.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>1.2 Communication Channels</p> <p>Students explore the increasing number of marketing communication channels and develop targeted marketing messages designed for different channels.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Explore the different marketing communication channels. • Evaluate the appropriateness of a specific channel for a specific market. • Determine the best communication channel to transmit a specific message effectively. • Define market segmentation and describe how it is used. • Analyze how demographics can be used to identify target markets. • Create an effective message utilizing one of the channels of communications. 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Explain the concept of a target market.</u></p> <p><u>(Optional) Identify promotional methods for specific target markets.</u></p>
<p>1.3 Marketing Benefits</p> <p>Students explore how marketing benefits motivates purchase decisions.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Compare and contrast the benefits of marketing to the company versus to the consumer. • Investigate what motivates consumers to buy. • Interpret Maslow's Hierarchy of Needs. • Create a jingle for a product that identifies with one of Maslow's Hierarchy of Needs. 	<p><u>Explain the economic benefits of marketing.</u></p> <p><u>Present product or service features as customer benefits.</u></p> <p><u>Determine the customer's wants and needs.</u></p> <p><u>Present product or service features as customer benefits.</u></p>
<p>1.4 Ethics in Marketing</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Explain ethical behavior and its impact on marketing. • Differentiate between legal versus ethical marketing practices. • Recognize the role of the FTC in advertising practices. • Demonstrate an understanding of claim validation. • Differentiate sponsored content from other advertising. • Write a sponsored story. • Analyze ethical and unethical methods used by marketers to obtain and use customers' personal information. 	<p><u>Demonstrate integrity.</u></p> <p><u>Demonstrate an understanding of information security.</u></p> <p><u>Demonstrate professionalism.</u></p> <p><u>Use technology to perform marketing tasks.</u></p> <p><u>Present product or service features as customer benefits.</u></p> <p><u>Identify ethical work behavior.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
Theme 2: Understanding the Consumer		
<p>Theme 2 Project: Brand Identity, Image and Positioning</p> <p>Students learn how a brand’s visual identity and positioning activities combine to form an image of the brand for its target market.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Explain corporate branding and positioning. • Interpret strategies a specific company uses to position corporate brand (brand history). • Investigate the positioning strategies the company uses to ensure the image of its brand. • Create a positioning statement for the company. • Create a slogan for the company. 	<p><u>Demonstrate creativity and innovation.</u></p> <p><u>Demonstrate big-picture thinking.</u></p> <p><u>Demonstrate reading and writing skills.</u></p> <p><u>Explain marketing as a public service.</u></p> <p><u>Explain marketing as a service to an organization.</u></p> <p><u>Identify marketing functions and their importance.</u></p> <p><u>Explain the concept of branding.</u></p>
<p>2.1 Consumer Decision Making</p> <p>Students explore how consumers make buying decisions and how marketers tailor messages to take advantage of consumer behavior.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe how consumer differences shape wants and needs. • Explain consumer-buying behavior. • Evaluate the stages of the consumer-buying decision process. • Compare actions of consumers at each stage in the decision process for a low- and a high-involvement product. • Generate situations for a marketer and a consumer for each stage in the buying-decision process. 	<p><u>Create a customer profile.</u></p> <p><u>(Optional) Identify promotional methods for specific target markets.</u></p> <p><u>Determine the customer’s wants and needs.</u></p> <p><u>Present product or service features as customer benefits.</u></p> <p><u>Overcome the customer’s objections.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>2.2 Market Segmentation</p> <p>Students explore the area of market segmentation, including how marketers target specific groups of customers.</p>	<p>Students will:</p> <ul style="list-style-type: none"> Define market segmentation and describe how it is used. Describe market segments targeted by companies. Identify tools of market segmentation Explain ways that segmentation can be used to identify target markets. Analyze the variables used to identify target markets 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Explain the concept of a target market.</u></p> <p><u>Create a customer profile.</u></p> <p><u>(Optional) Identify promotional methods for specific target markets.</u></p>
<p>2.3 Influencing Consumer Behavior</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> Describe the four main factors that influence consumer buying behavior, their significance, and how they affect promotional activity. Describe the characteristics of changing domestic and global populations using market segmentation tools. <p>Develop a message (including a slogan) that generates a consumer need or desire to purchase a product/service.</p>	<p><u>Demonstrate creativity and innovation.</u></p> <p><u>Demonstrate big-picture thinking.</u></p> <p><u>Demonstrate reading and writing skills.</u></p> <p><u>Identify marketing functions and their importance.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>2.4 Measuring and Adapting to Marketing Results</p> <p>Students explore the ways marketers develop and test their strategies and adapt them based on marketing results.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Discuss the reasons for conducting marketing research. • Differentiate between primary and secondary sources of data and explain their use. • Explain how marketers gather and use personal data. 	<p><u>Demonstrate information-literacy skills.</u></p> <p><u>Demonstrate an understanding of information security.</u></p>
<p>Theme 3: The Marketing Mix</p>		
<p>Theme 3 Project: Target Market Analysis</p> <p>Students learn the importance of accurately targeting a market for their product or service and methodology for identifying and reaching their target markets.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Identify a target market for the brand. • Examine the five methods used to segment a market. • Research the buying behavior of the targeted segment for the specific company's brand. • Conduct a survey of target market members. • Create a profile of the target market that includes the five market segmentation methods. • Create a persona for the target market. 	<p><u>Demonstrate information-literacy skills.</u></p> <p><u>Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.</u></p> <p><u>Explain the concept of a target market.</u></p> <p><u>Create a customer profile.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>3.1 The Marketing Mix: Product</p> <p>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</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe the marketing mix of Product, Place, Price, and Promotion. • Classify products into consumer categories. • Identify and develop a new product with a unique value proposition. • Analyze the target market’s wants and needs of the product and recognize how this drives product development. • Justify expectations for the new product’s life cycle. 	<p><u>Identify components of the marketing mix.</u></p> <p><u>Explain the importance of selling.</u></p> <p><u>Determine the customer’s wants and needs.</u></p>
<p>3.2 The Marketing Mix: Place</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe different locations for purchasing products. • Differentiate among distribution channels such as retail, wholesale, warehouses, online, e-commerce, etc. • Research the channels of distribution used to get product from manufacturer to consumer. • Design a distribution channel to move the new product from manufacturer to final user. • Develop ideas on accessing the right distribution channels. 	<p><u>Explain the meaning and characteristics of private enterprise.</u></p> <p><u>(Optional) Explain the concept of profit.</u></p> <p><u>Explain the concept of supply and demand.</u></p> <p><u>Explain the concept of mass marketing.</u></p> <p><u>Explain the importance of selling.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>3.3 The Marketing Mix: Price</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Explain the difference between cost and price. • Research factors that contribute to the price of a product. • Formulate pricing strategies for a new product. • Generate questions and answers, and develop ideas on the best pricing for company and consumer. 	<p><u>Demonstrate creativity and innovation.</u></p> <p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Examine aspects of financial responsibility within an industry/organization.</u></p>
<p>3.4 The Marketing Mix: Promotion</p> <p>Students learn about the role of promotion as part of the marketing mix, to attract customers’ attention and motivate them to purchase..</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Learn why companies engage in promotional activities. • Identify various persuasive techniques (bandwagon, emotional appeal, etc.). • Research ways promotion affects consumer purchases. • Develop ideas about the best combination of promotional strategies for specific target markets, including social media, in-store, and coupons 	<p><u>Demonstrate creativity and innovation.</u></p> <p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Explain the concept of a target market.</u></p> <p><u>(Optional) Identify promotional methods for specific target markets.</u></p>
<p>Theme 4: Marketing in the World</p>		
<p>Theme 4 Project: Brand Awareness and Affinity Study</p> <p>Students learn the differences between brand awareness and brand affinity and how marketers build both through customer engagement.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Analyze marketing strategies used by companies to reach their primary target market. • Evaluate a brand’s social media presence to determine whether or not the company is building affinity with users and how this might affect the brand’s evolution. • Develop a customer affinity strategy using social media to engage with customers and potential customers. 	<p><u>Explain marketing as a service to an organization.</u></p> <p><u>Identify components of the marketing mix.</u></p> <p><u>Identify marketing functions and their importance.</u></p> <p><u>Explain the concept of branding.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>4.1 Examining Your Current Market</p> <p>Students learn about the role of cultural differences in marketing and the importance of cultural etiquette and communication..</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Learn the meaning of culture. • Describe the components of culture. • Analyze ways in which sociocultural factors affect domestic and international marketing. • Analyze the influence of technology in reaching a global market with your message. • Explore the experiences of a sociocultural group and develop methods of marketing products and services to that group. 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Demonstrate respect for diversity.</u></p> <p><u>Demonstrate big-picture thinking.</u></p> <p><u>Examine community issues related to an industry/organization.</u></p> <p><u>(Optional) Identify current marketing trends.</u></p>
<p>4.2 Global Marketing</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Define global marketing. • Learn about global marketing strategies and the tools for creating them. • Assess the role of technology in enabling companies to compete effectively. • Examine companies with global marketing strategies and explain their benefits. • Research components of a global marketing strategy. • Identify a company that could benefit from global marketing and create a global marketing strategy for it 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Demonstrate reading and writing skills.</u></p> <p><u>(Optional) Explain the effects of technology on marketing.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>4.3 Global Stakeholders</p> <p>Students learn how stakeholders affect and are affected by a company's objectives.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe a stakeholder. • Identify who the stakeholders are for a specific business. • Compare and contrast types of stakeholders and their impact on business decisions. • Determine the benefits of stakeholders. • Develop a stakeholder engagement plan 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Demonstrate big-picture thinking.</u></p> <p><u>Demonstrate reading and writing skills.</u></p> <p><u>Examine community issues related to an industry/organization.</u></p>
<p>4.4 Competitive Analysis</p> <p>Students learn how companies analyze the differences and advantages of their market performance compared to their competitors and conduct competitive analysis themselves.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Describe an example of competition. • Compare and contrast marketing strategies of competitors in a single industry. • Identify the role of the market leader, challenger, follower, and nicher in an industry. • Assess how a company's competition in an industry impacts its marketing strategy. 	<p><u>Demonstrate critical thinking and problem solving.</u></p> <p><u>Explain the marketing concept.</u></p> <p><u>(Optional) Explain the effect of competition on buyers and sellers.</u></p>

JA Marketing Principles 1™

Session Descriptions	Student Objectives	Academic Standards
<p>Case Study: Building a Brand</p> <p>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.</p>	<p>Students will:</p> <ul style="list-style-type: none">• Increase brand visibility for a specific company• Create strategic messaging for a specific company• Create an identity package, including a new logo, to showcase the depth of knowledge, strong values and longevity, and industry experience represented in a specific company	<p><u>Demonstrate creativity and innovation.</u></p> <p><u>Explain the concept of branding.</u></p>