



A Correlation: JA Marketing Principles 2 and Virginia Strategic Marketing

| Session Descriptions | Student Objectives | Strategic Marketing CTE Standards |
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| Theme 1: Market Research | | |
| Project 1: Brand Affinity Students explore the purposes and features of marketing, product development, and customer service. | Students will: <ul style="list-style-type: none"> Learn about content marketing strategy and how companies use content to build their brands. Create a content marketing strategy for their brand. Examine infographics and how they are utilized. Develop an infographic for their brand. | <u>Demonstrate creativity and innovation.</u> <u>Demonstrate critical thinking and problem solving.</u> <u>(Optional) Create a branding strategy for a fictitious business.</u> |
| 1.1 What is Market Research? 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. | Students will: <ul style="list-style-type: none"> Examine the reasons market research is conducted. Learn key steps in the process of conducting market research. Research the methods businesses use to conduct market research. Demonstrate how market research benefits companies. | <u>Explore opportunities for research and professional development.</u> <u>Examine current events and trends that affect marketing.</u> <u>Analyze the effects of marketing trends on a selected business or product.</u> <u>Conduct a marketing research project. (partial)</u> |

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| 1.2 Types of Market Research Students learn about primary (qualitative) and secondary (quantitative) research and the contribution they make to marketing. | Students will: <ul style="list-style-type: none"> Define qualitative and quantitative market research. Evaluate the purposes of qualitative and quantitative market research. Examine methods of quantitative market research. Apply quantitative market research methodology to a business scenario.. Create an effective message utilizing one of the channels of communications. | <u>Explore opportunities for research and professional development.</u> <u>Conduct a marketing research project.</u> <u>Present marketing research findings and recommendations.</u> <u>(Optional) Identify communications channels to reinforce company image and support financial investment.</u> |
| 1.3 Tools for Market Research 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. | Students will: <ul style="list-style-type: none"> Examine methods of qualitative market research. Identify an appropriate research tool to design a qualitative research study. Conduct a qualitative research study (in-depth interview). Analyze the results of qualitative research. | <u>Explore opportunities for research and professional development.</u> <u>Conduct a marketing research project.</u> <u>Present marketing research findings and recommendations.</u> |
| 1.4 Market Research Process 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. | Students will: <ul style="list-style-type: none"> Identify steps in the market research process used to measure brand identity. Research how brands have handled image problems in the past. Perform market research related to brand identity. Present quantitative data to a "marketing department" and give recommended solutions to an identified brand identity problem. Exhibit polished and effective presentation technique. | <u>Explore opportunities for research and professional development.</u> <u>Conduct a marketing research project.</u> <u>Present marketing research findings and recommendations.</u> <u>Report information/data in an oral presentation accompanied by visual aids.</u> |

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| Theme 2: Marketing Plan | | |
| Theme 2 Project: 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. | Students will: <ul style="list-style-type: none"> Gain an understanding of the marketing communication mix. Determine the best communication channel for a targeted segment. Design an advertisement targeting a critical market persona. Develop a media placement plan for the advertisement. | <u>Demonstrate creativity and innovation.</u> <u>Demonstrate critical thinking and problem solving.</u> <u>Identify internal and external methods of promoting sales for a selected product/service.</u> <u>Explain strategies for developing media outreach and public relations.</u> (partial) |
| 2.1 The Purpose of a Marketing Plan Students learn the importance of a marketing plan to describe a company's marketing strategies and how those strategies will be implemented. | Students will: <ul style="list-style-type: none"> Explain the role of essential purpose of a marketing plan in business. Review and analyze a company's marketing plan. Research and develop a market snapshot for a marketing plan. | <u>Analyze the components of a marketing plan.</u> <u>Develop a marketing plan for a selected product or service.</u> (partial) |

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| 2.2 Elements of a Marketing Plan Students learn the elements of a marketing plan and how they combine to provide a roadmap for implementing marketing strategies. | Students will: <ul style="list-style-type: none"> Define the essential components of a marketing plan. Develop approaches for creating a marketing plan. Examine successful mission statements and explain their role in marketing plans. Create a written product description for a marketing plan. | <u>Analyze the components of a marketing plan.</u> <u>Develop a marketing plan for a selected product or service.</u> <u>Analyze the life cycle of an existing product/service.</u> |
| 2.3 Developing a Marketing Plan Students gain experience in developing a marketing plan, including a situational analysis that is a key element of any plan. | Students will: <ul style="list-style-type: none"> Review the approaches to developing and writing the elements of a marketing plan. Describe the elements and purpose of a SWOT Analysis. Organize questions to solve a situation through a SWOT Analysis. Apply SWOT Analysis to the development of a marketing strategy. | <u>Analyze the components of a marketing plan.</u> <u>Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis.</u> <u>Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product/service.</u> |
| 2.4 Budget Students learn the importance of a marketing budget and how to allocate funds and other resources for specific activities. In addition, they learn how marketing expenditures are measured via metrics. | Students will: <ul style="list-style-type: none"> Describe the importance of a marketing budget as an element of a marketing plan. Examine methods of creating a marketing budget. Use methods of tracking, monitoring, and analyzing marketing metrics as related to ROI (return on investment). Adjust marketing activities based on plan results. | <u>Explain the importance of a marketing budget.</u> <u>Create a marketing budget.</u> <u>(Optional) Identify communications channels to reinforce company image and support financial investment.</u> |

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| Theme 3: Sales and Marketing Methods | | |
| Theme 3 Project: 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 | Students will: <ul style="list-style-type: none"> Investigate their company/brand's customer service practices. Research trends in customer service. Choose and justify the customer service strategy that would meet the needs of a target audience. Develop a customer service strategy/plan for a target audience. | <u>Demonstrate critical thinking and problem solving.</u> <u>Demonstrate customer service skills.</u> <u>Analyze innovative customer service, using case studies.</u> (partial) |
| 3.1 Sales and Marketing 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. | Students will: <ul style="list-style-type: none"> Differentiate between the sales function and the marketing function in a business Identify the responsibilities and techniques behind building customer relationships Develop and evaluate sales techniques from the perspective of the seller | <u>Examine current events and trends that affect marketing.</u> <u>Analyze the effects of marketing trends on a selected business or product.</u> <u>Conduct a marketing research project</u> |

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| 3.2 Retail Marketing 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. | Students will: <ul style="list-style-type: none"> • Explain the unique aspects of retail marketing. • Describe the characteristics of an effective retail business. • Describe the connection between store location, company brand, and product marketing strategies. • Evaluate two highly effective retail stores, and explain why they are successful with two different markets.. | <u>Demonstrate big-picture thinking.</u> <u>Explain key factors in building and retaining a clientele.</u> |
| 3.3 Online Marketing and E-Commerce 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. | Students will: <ul style="list-style-type: none"> • Describe online marketing and e-commerce. • Distinguish the advantages and disadvantages of buying online for both seller and buyer. • Explain search engine optimization and social media marketing as a method of driving e-commerce traffic. • Create a Web page promoting e-commerce best practices. | <u>Explain strategies for developing media outreach and public relations.</u> <u>Identify social media platforms that can be used to promote a business or product.</u> <u>Create a plan for introducing social media promotion.</u> |
| 3.4 B2B Marketing 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. | Students will: <ul style="list-style-type: none"> • Define B2B marketing. • Describe the difference in B2B marketing and B2C (consumer) marketing. • Research ways that companies market their products and services to B2B customers. • Develop a marketing plan for a B2B company. | <u>Analyze the components of a marketing plan.</u> <u>Develop a promotional plan or campaign for a business-to-business (B2B) or consumer product/service.</u> |

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| Theme 4: Careers in Marketing | | |
| Theme 4 Project: Emotional Connection <p>Students learn about the importance of making an emotional connection with customers.</p> | Students will: <ul style="list-style-type: none"> • Explain the importance of making an emotional connection with customers. • Describe how marketing activities create emotional connections with customers. • Review and summarize the artifacts in their marketing portfolios. • Write a business letter to a CMO illustrating an emotional connection with the company's target audience. | <u>Explain key factors in building and retaining a clientele.</u> |
| 4.1 Planning for a Career in Marketing <p>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.</p> | Students will: <ul style="list-style-type: none"> • Evaluate career categories in marketing. • Evaluate anticipated future opportunities in the marketing career cluster. • Learn traits of successful marketing employees. • Compare and contrast marketing jobs to jobs in business management and administration. | <u>Research career trends and opportunities in marketing.</u> |

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| <p>4.2 Marketing Careers in the New Economy</p> <p>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.</p> | <p>Students will:</p> <ul style="list-style-type: none"> • Research careers in market research and analysis, product and brand management, advertising promotions, and public relations. • Compare international marketing jobs at large, medium, and small companies. | <p><u>Research career trends and opportunities in marketing</u></p> |
| <p>4.3 Retail Marketing Careers</p> <p>Students differentiate between the sales function and the marketing function in a business, identify the responsibilities and techniques behind building customer relationships, and develop and evaluate sales techniques from the perspective of the seller.</p> | <p>Students will:</p> <ul style="list-style-type: none"> • List the educational requirements for marketing jobs. • Describe international jobs in retailing and customer occupations. • Develop expertise in a specific customer service sales occupation. | <p><u>Demonstrate customer service skills.</u></p> <p><u>Research career trends and opportunities in marketing.</u></p> |

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| 4.4 Marketing Career Fair 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. | Students will: <ul style="list-style-type: none"> • Discuss the job application process. • Develop explanatory materials about a job/career path. • Attend a mock career fair as both a recruiter and possible job applicant. | NA |
| 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. | Students will: <ul style="list-style-type: none"> • Explain the relationship between the customer experience, surveys, and the building of successful businesses. • Develop a customer survey as a method for collecting data about the customer experience. | <u>Analyze innovative customer service, using case studies.</u> |