

# DeRuyter Central School District

## Business Marketing

## Grade 11/12

### 28 Benchmarks

#### ►Standard 1: Understands the roles of marketing and the impact of marketing on the individual, business, and society

- BE.MM 1.1 Understands how the market system operates as an independent, price-directed system of exchange that satisfies needs and wants
- BE.MM 1.2 Knows how the marketing environment affects peoples' lifestyles, standards of living, and preferences
- BE.MM 1.3 Knows the major types of markets in the American economy
- consumer market
  - industrial market
  - government
  - non-profit
- BE.MM 1.4 Understands the role of marketing in business and non-business organizations

#### ►Standard 2: Understands how external factors and competition influence or dictate marketing decisions

- BE.MM 2.1 Knows advantages and disadvantages of marketing regulation and its effect on various businesses and industries
- BE.MM 2.2 Knows effects of domestic and international economic conditions on marketing strategy
- BE.MM 2.3 Knows effects of cultural differences on marketing
- BE.MM 2.4 Knows elements of direct and non-direct competition and their effects on marketing strategy

#### ►Standard 3: Understands characteristics and processes of marketing research

- BE.MM 3.1 Knows purposes, benefits, and limitations of marketing research
- BE.MM 3.2 Knows a variety of approaches to marketing research:
- observation
  - survey
  - experiment
- BE.MM 3.3 Knows steps involved in marketing research
- problem
  - hypothesis
  - collecting, analyzing, and interpreting data
  - drawing and presenting conclusions

- BE.MM 3.4 Knows primary sources of data used in marketing research
- BE.MM 3.5 Understands characteristics and purposes of a marketing analysis
- analysis of economic, technological, social, and regulatory environments
  - product analysis
  - market analysis
  - competitive analysis
  - consumer analysis

**►Standard 4: Understands characteristics of a market and strategies used to deal with a diversified marketplace**

- BE.MM 4.1 Understands the difference between the consumer market and non-consumer market
- government
  - industry
  - organizations
- BE.MM 4.2 Knows factors that affect customer buying motives
- culture
  - subculture
  - social class
  - family members
  - roles and status
  - personal factors
  - psychological factors
- BE.MM 4.3 Knows strategies to influence rational and emotional buying motives (e.g., emotional motives such as ambition, pleasure, and leisure time; rational motives such as durability, economy in purchase, and dependability in use)
- BE.MM 4.4 Knows ways in which consumer markets are changing (e.g., population changes, such as shifts in age and mobility; size and distribution of income; changes in lifestyle and attitudes; increased leisure time; more purchases on credit; higher educational levels)
- BE.MM 4.5 Knows advantages and disadvantages of market segmentation and mass marketing
- BE.MM 4.6 Knows factors to be considered when selecting a target market (e.g., selling costs, competition, required resources) and strategies to reach the selected target market

**►Standard 5: Understands components and strategies of effective marketing plans (e.g., product development, pricing, distribution processes and methods, forms of promotion)**

- BE.MM 5.1 Knows components of the marketing mix (i.e., product, price, promotion, place, people) and how they contribute to successful marketing
- BE.MM 5.2 Develop a marketing plan

- describes the target market
- states the marketing objectives
- identifies the competition
- describes the marketing environment
- details each element of the marketing mix
- develops a budget

BE.MM 5.3 Understands factors to be considered in product/service planning

- product mix
- packaging considerations
- positioning/image

BE.MM 5.4 Understands pricing objectives, policies, and strategies, and factors that affect selling price

BE.MM 5.5 Knows various channels of distribution (e.g., agents, brokers, retailers, wholesalers) and factors to be considered when selecting them

BE.MM 5.6 Knows components of the promotional mix, and the characteristics and costs associated with each

- advertising
- personal selling
- public relations
- sales promotion

**►Standard 6: Understands the selling process and forecasting principles and methods used to determine sales potential for specific products**

BE.MM 6.1 Understands the relationship between sales forecasting and business success

BE.MM 6.2 Knows a variety of types of sales personnel

- Manufacturers
- Agents
- Middlemen
- Salespeople
- Retail salespeople

BE.MM 6.3 Understands the selling process

- locating prospects
- forming relationships with customers
- identifying customer needs and suggesting solutions
- handling objections
- closing the sale
- follow-up