

## **Marketing: Goods, Services, Events, Grade 11, College Preparation (BMI3C)**

### A. The Marketing Process

1. Define the basic nature and scope of marketing activities (e.g., sales, pricing, branding, distribution, storage);
2. Describe current marketing activities that target various market segments (e.g., youth, baby boomers, Generation X, seniors).

### B. Consumers and Competition

1. Describe the process used by firms to develop a consumer profile (e.g., consumers' demographic, economic, and social characteristics);
2. Summarize the factors that motivate a customer to purchase a product (e.g., discretionary income, peer pressure, social responsibility, evolving needs and wants).

### C. Marketing Research

1. Outline the role and importance of marketing research in business (e.g., providing feedback on product development, identifying the target market, determining appropriate channels of distribution);
2. Create an example of a current marketing research tool (e.g., focus group questionnaire, electronic web survey).

### D. Products: Goods, Services, and Events

1. Identify the components of the product life cycle for different types of products (e.g., staples, fads, fashions);
2. Explain the importance of branding in product positioning;
3. Conduct a marketing research activity for a good, service, or event (e.g., taste test, online survey, focus group).

### E. Price

1. Describe the factors that affect the price of products (e.g., fixed and variable costs, economies of scale, supply and demand).

### F. Place

1. Identify the channels of distribution for a variety of products in a variety of markets (e.g., direct, indirect, integrated, and specialty channels);
2. Compare the advantages and disadvantages of the various ways of delivering goods and services (e.g., truck, train, plane, auto, the Internet) from the producer to the consumer.

### G. Promotion

1. Identify the various elements of promotion (e.g., advertising, publicity, sales promotion, public relations, personal selling);
2. Assess the effectiveness of various advertising media and tools (e.g., the Internet, television, magazines, billboards, radio; pop-ups, press releases, mass e-mailings);
3. Create a variety of print, audiovisual, and electronic promotions (e.g., magazine, newspaper, television, radio, Internet, specialty advertising) for different audiences.

### H. Career Paths in Marketing

1. Identify growth areas in the marketing of postsecondary education and employment (e.g., postsecondary institutions and/or private-sector training companies, sports and entertainment, information technology, project management, logistics, non-profit and not-for-profit marketing).