

URBANDALE COMMUNITY SCHOOL DISTRICT  
CURRICULUM FRAMEWORK OUTLINE

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SUBJECT:	Business Education	
COURSE TITLE:	Principles of Marketing	
GRADE LEVEL:	10, 11, 12	Elective
PREREQUISITES:	None	1 Credit/1 Semester

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**COURSE DESCRIPTION:**

Principles of Marketing is an upper-level course which provides students with a detailed understanding of how marketing addresses domestic and global concepts relevant to all marketers. Marketing students will study a variety of subjects which will include: The World of Marketing, Economics, Business and International Marketing, Academic Concepts and Skills, and Promotion.

**CONTENT STANDARDS AND BENCHMARKS:**

In order that our students may achieve the maximum benefit from their talents and abilities, the students of Urbandale Community School District's Principles of Marketing course should be able to . . .

**Content Standard I. Demonstrate comprehension, computation, and applied technology skills.**

Benchmarks: Demonstrate an understanding of how marketing affects the world around us.  
Understand the importance of price, various pricing policies, and pricing computations.

**Content Standard II. Develop communication, employability, and life-management skills.**

Benchmarks: Recognize the importance of economics in a free enterprise system.  
Demonstrate how business and international marketing influence a global and domestic marketplace.  
Recognize and demonstrate the academic concepts and skills utilized in marketing to increase their effectiveness as a marketing employee.  
Recognize the role of promotion and advertising in the marketplace.



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**CONTENT STANDARDS AND BENCHMARKS WITH INDICATORS:**

**Standard I. Demonstrate comprehension, computation, and applied technology skills. Students in Principles of Marketing should be able to ...**

**Benchmark: Demonstrate an understanding of how marketing affects the world around us.**

Indicators: Describe the scope of marketing.  
Explain the economic value and benefits of marketing.  
Discuss the reasons for studying marketing.  
Explain the marketing concept.  
Define what constitutes a market, as well as how to identify one.  
Identify key methods used to reach potential customers (market planning), including developing a customer profile, target marketing, and positioning.

**Benchmark: Understand the importance of price, various pricing policies, and pricing computations.**

Indicators: Use pricing terminology correctly and effectively.  
Perform computations related to pricing theory and practice.  
Plan and implement a pricing strategy.

**Standard II. Develop communication, employability, and life-management skills. Students in Multimedia should be able to ...**

**Benchmark: Recognize the importance of economics in a free enterprise system.**



Indicators: Summarize the key principles on which a modified free enterprise is based.  
Explain how supply and demand interact to set prices.  
Discuss the consumer's role in a market economy.  
Identify the factors of production and relate them to the three basic questions that all economies must answer.  
List the goals of a healthy economy and explain how they are measured.  
Describe types of competition (price and nonprice).  
Explain the difference between price and non price competition.  
Describe the four phases of a business cycle.

**Benchmark: Demonstrate how business and international marketing influence a global and domestic marketplace.**

Indicators: Tell what a business is and explain its basic functions.  
Discuss business ethics and areas in which businesses are thought to have social responsibility.  
Identify demographic, geographic, and psychographic trends in the U.S. consumer market.  
Distinguish the consumer and industrial markets.  
Discuss the importance of international trade to nations and describe the ways governments can both thwart and encourage it.  
Explain how businesses can get involved in international trade and what factors they should consider before doing so.

**Benchmark: Recognize and demonstrate the academic concepts and skills utilized in marketing to increase their effectiveness as a marketing employee.**

Indicators: Perform essential math functions with whole numbers, fractions, and decimal numbers.  
Effectively communicate by speaking, listening, writing, and reading.  
Discuss the uses of computers in business and in marketing.  
Facilitate understanding of others through personal attitude and interpersonal skills.  
Explain the basic functions of management and discuss effective management techniques.

**Benchmark: Recognize the role of promotion and advertising in the marketplace.**

Indicators: Explain the role of promotion in marketing.  
Explain the concept of the promotional mix.  
Explain the concept of trade promotions.  
Explain the concepts of visual merchandising and display.  
Explain the concept and purpose of advertising.



No student enrolled in the Urbandale Community School District shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination in the District's programs on the basis of race, color, creed, sex, religion, marital status, ethnic background, national origin, disability, sexual orientation, gender identity, or socio-economic background. The policy of the District shall be to provide educational programs and opportunities for students as needed on the basis of individual interests, values, abilities and potential.

