

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Marketing **Updated**

NCCTE.2020.MM51 - Marketing

NCCTE.2020.MM51.01.00 - Understand marketing, marketing functions, marketing mix components (4 P's), marketing strategies and tactics, target market identification, segmentation, the need for marketing research and data, and career opportunities in marketing.

NCCTE.2020.MM51.01.01 - Explain marketing and its importance in a global economy

NCCTE.2020.MM51.01.02 - Describe marketing functions and related activities

NCCTE.2020.MM51.01.03 - Explain employment opportunities in marketing

NCCTE.2020.MM51.01.04 - Explain the concept of marketing strategies

NCCTE.2020.MM51.01.05 - Explain the concept of market and market identification

NCCTE.2020.MM51.01.06 - Describe the need for marketing data

NCCTE.2020.MM51.02.00 - Understand product/service management, branding, product life cycles, new product development, marketing of services, product positioning and the technological, legal, and ethical components of product/service management.

NCCTE.2020.MM51.02.01 - Explain the nature and scope of the product/service management function.

NCCTE.2020.MM51.02.02 - Explain the concept of product mix.

NCCTE.2020.MM51.02.03 - Identify the impact of product life cycles on marketing decisions

NCCTE.2020.MM51.02.04 - Explain business ethics and describe the use of technology in product/service management.

NCCTE.2020.MM51.03.00 - Understand promotion and types of promotion including selling and the technological, legal, and ethical components of promotion.

NCCTE.2020.MM51.03.01 - Explain the role of promotion as a marketing function

NCCTE.2020.MM51.03.02 - Explain the types of promotion

NCCTE.2020.MM51.03.03 - Identify the elements of the promotional mix.

NCCTE.2020.MM51.03.04 - Explain the nature and scope of the selling function

NCCTE.2020.MM51.03.05 - Explain the role of customer service as a component of selling relationships

NCCTE.2020.MM51.03.06 - Explain the selling process

NCCTE.2020.MM51.04.00 - Understand pricing and factors affecting pricing decisions including technological, ethical and legal considerations.

NCCTE.2020.MM51.04.01 - Explain the nature and scope of the pricing function

NCCTE.2020.MM51.04.02 - Describe the role of business ethics and legal considerations in pricing

NCCTE.2020.MM51.04.03 - Explain factors affecting pricing decisions

NCCTE.2020.MM51.05.00 - Understand channels of distribution and supply chain management and the technological, legal, and ethical components of channel management.



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NCCTE.2020.MM51.05.01 - Explain the nature of channels of distribution

NCCTE.2020.MM51.05.02 - Explain the nature and scope of channel management

NCCTE.2020.MM51.05.03 - Describe the use of technology in the channel management function

