

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Orientation to Marketing Occupations
Program Type: Orientation
Occupational Area: Marketing

Program Number: Secondary
8800110
CIP Number: 0208.99990R
Grade Level: 6-9, 30, 31
Length: .5 credit
Certification: TEACH CDE @7
DIST ED @7
BUS ED 1 @2 @4
MKTG 1 @2
MKTG MGMT @7G
CTSO: DECA
Coop Method: No

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to acquaint students with general marketing activities, the importance of marketing in the economy, career opportunities, and job requirements in marketing occupations.

The content includes, but is not limited to, the functions of marketing in our economy, employment requirements for a variety of marketing careers, career development patterns, and the identification of career and technical programs for achieving personal career goals.

II. **LABORATORY ACTIVITIES:** Laboratory activities are not required.

III. **SPECIAL NOTE:** None.

IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:

- 01.0 Identify general marketing activities.
- 02.0 Identify career opportunities available in marketing.
- 03.0 Identify employment requirements for marketing careers.
- 04.0 Identify work values and goal-setting tools.
- 05.0 Identify programs instrumental in developing career choices.
- 06.0 Identify human-relations skills that will enable students to succeed in their career goals.
- 07.0 Identify advantages of DECA and DEX, Associations of Marketing Students.
- 08.0 Identify foundation skills required in marketing careers.
- 09.0 Identify functions of marketing.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Orientation to Marketing Occupations
Secondary Number: 8800110
Postsecondary Number:

- 01.0 IDENTIFY GENERAL MARKETING ACTIVITIES--The student will be able to:
- 01.01 Explain the role of marketing in the economy.
 - 01.02 Identify selected marketing terms and their meanings.
 - 01.03 Identify the major marketing activities.
- 02.0 IDENTIFY CAREER OPPORTUNITIES AVAILABLE IN MARKETING--The student will be able to:
- 02.01 Identify career opportunities which involve selling.
 - 02.02 Identify career opportunities which involve purchasing.
 - 02.03 Identify career opportunities which involve promotion.
 - 02.04 Identify career opportunities which involve risk management.
 - 02.05 Identify career opportunities which involve pricing.
 - 02.06 Identify career opportunities which involve finance.
 - 02.07 Identify career opportunities which involve marketing information management.
 - 02.08 Identify career opportunities which involve product/service planning.
 - 02.09 Identify career opportunities which involve distribution.
 - 02.10 Identify career opportunities at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.
- 03.0 IDENTIFY EMPLOYMENT REQUIREMENTS FOR MARKETING CAREERS--The student will be able to:
- 03.01 Identify employment requirements in jobs in the area of selling.
 - 03.02 Identify employment requirements in jobs in the area of purchasing.
 - 03.03 Identify employment requirements in jobs in the area of promotion.
 - 03.04 Identify employment requirements in jobs in the area of risk management.
 - 03.05 Identify employment requirements in jobs in the area of pricing.
 - 03.06 Identify employment requirements in jobs in the area of finance.
 - 03.07 Identify employment requirements in jobs in the area of marketing information management.
 - 03.08 Identify employment requirements in jobs in the area of product/service planning.
 - 03.09 Identify employment requirements in jobs in the area of distribution.
 - 03.10 Identify employment requirements at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.

- 04.0 IDENTIFY WORK VALUES AND GOAL-SETTING TOOLS--The student will be able to:
- 04.01 Explain how values are acquired and changed.
 - 04.02 Explain how work is affected by values.
 - 04.03 Identify goal-setting tools including self-inventory and interest survey.
- 05.0 IDENTIFY PROGRAMS INSTRUMENTAL IN DEVELOPING CAREER CHOICES--The student will be able to:
- 05.01 Identify senior high school Marketing Education programs which are available to students who desire a career in marketing, e.g., fashion marketing, travel and tourism, finance, entrepreneurship, international marketing.
 - 05.02 Identify college or vocational-technical programs which are available for high school graduates or school leavers desiring further education in marketing before entering the work force, e.g., real estate, insurance, hospitality, customer service, travel.
- 06.0 IDENTIFY HUMAN RELATIONS SKILLS THAT WILL ENABLE STUDENTS TO SUCCEED IN THEIR CAREER GOALS--The student will be able to:
- 06.01 Identify acceptable grooming and health habits.
 - 06.02 State the importance of dependability and responsible behavior.
 - 06.03 State the importance of a positive attitude.
 - 06.04 State the importance of getting along with co-workers, employers, and other business associates.
- 07.0 IDENTIFY ADVANTAGES OF DECA AND DEX, ASSOCIATIONS OF MARKETING STUDENTS--The student will be able to:
- 07.01 Identify DECA and DEX and their role in marketing education.
 - 07.02 Identify the purposes of DECA and DEX.
 - 07.03 Identify the advantages of student involvement in DECA and DEX.
 - 07.04 Identify the leadership opportunities available through DECA and DEX.
 - 07.05 Identify the competitive event opportunities available through DECA and DEX.
 - 07.06 Identify local secondary DECA and post-secondary Delta Epsilon Chi chapters.
- 08.0 IDENTIFY FOUNDATION SKILLS REQUIRED IN MARKETING CAREERS--The student will be able to:
- 08.01 Identify economic foundation skills used in marketing.
 - 08.02 Identify marketing, business, and entrepreneurship foundation skills used in marketing.
 - 08.03 Identify communication and interpersonal skills used in marketing.
 - 08.04 Identify professional development skills used in marketing.
 - 08.05 Identify human resource foundation skills used in marketing.
 - 08.06 Identify computer skills used in marketing.
- 09.0 IDENTIFY FUNCTIONS OF MARKETING--The student will be able to:
- 09.01 Identify the role of risk management.

- 09.02 Identify the role of selling.
- 09.03 Identify the role of promotion.
- 09.04 Identify the role of pricing.
- 09.05 Identify the role of purchasing.
- 09.06 Identify the role of marketing information management.
- 09.07 Identify the role of product/service management.
- 09.08 Identify the role of distribution.
- 09.09 Identify the role of finance.