

**Marketing Career Cluster  
Pathways in Marketing  
Course Number: 06.04300**

**Course Description:**

This course, "Pathways in Marketing," is the third course in the Middle School Marketing Program. Standards may be taught in the order deemed appropriate by the teacher. However, Standard 1, the Employability Standard, should be taught and reinforced along with each standard. In this course, students will explore the High School Marketing and Hospitality/Tourism Cluster Pathways (i.e., Marketing and Management; Fashion Merchandising & Retail Management; Marketing Communications & Promotion; Sports & Entertainment Marketing and Hospitality, Recreation & Tourism). The course explores marketing terminology/concepts from a variety of industries. Participation in local and state DECA will reinforce the students' business and marketing skills as well as develop their skills in leadership, competitive presentations and community service. Students will demonstrate personal, social and technical skills through the development of portfolios.

**Special Note:**

- (1) Since business and industry professionals agree that strong employability skills are critical in all careers and especially in marketing where communication is imperative, Standard 1, Employability Skills, is included in each middle school course.
- (2) On the local level, some systems/schools teach all the courses in sequence (i.e., 6<sup>th</sup> grade, 7<sup>th</sup> grade and 8<sup>th</sup> grade) and other systems/schools teach only one course (i.e., 6<sup>th</sup> grade, 7<sup>th</sup> grade OR 8<sup>th</sup> grade). Since this is the case, Standard 2, Basic Marketing Concepts, will be included in each course as a foundational standard to introduce and/or review basic concepts.
- (3) Given that Middle School rotations/courses vary in length (i.e., 9, 18 or 36 weeks), the teacher may choose to teach standards 8.3, 8.4 and/or 8.5 dependent upon the pathway offered in the receiving high school.

**Course Standard 1**

**MSMSS8-1: Demonstrate employability skills required by business and industry.**

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Communicating at Work	Listening
Interacting with Your Boss	Telephone Conversations	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls	Effective Written Communication	Ways We Filter What We Hear
		Effective Nonverbal Skills	Developing a Listening Attitude
		Effective Word Use	Show You Are Listening
		Giving and Receiving Feedback	Asking Questions
			Obtaining Feedback
			Getting Others to Listen

<b>Nonverbal Communication</b>	<b>Written Communication</b>	<b>Speaking</b>	<b>Applications and Effective Résumés</b>
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages		One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Terms to Use in a Résumé
Nonverbal Feedback		Making Speeches	Organizing Your Résumé
Showing Confidence Nonverbally		Answering Questions	Writing an Electronic Résumé
Showing Assertiveness		Visual and Media Aids	
		Errors in Presentation	

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<b>Teamwork and Problem Solving</b>	<b>Meeting Etiquette</b>
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Preparing Visual Aids

1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

a. Investigate educational requirements, job responsibilities, employment trends, and opportunities within the national career clusters using credible sources.

<b>Problem Solving</b>	<b>Customer Service</b>	<b>The Application Process</b>	<b>Interviewing Skills</b>	<b>Finding the Right Job</b>
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Staying Motivated to Search
	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	
		When a Résumé Should be Used		

1.4 Model work-readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
Use Technology Ethically & Efficiently	Expressing Yourself on a Team	Staying Organized
Interact Appropriately in a Digital World	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Behavior at Conventions		Proper Use of Cell Phone	Using Good Posture
Working in a Cubicle		Proper Use in Texting	Presenting Yourself to Associates
			Accepting Criticism
			Demonstrating Leadership

## Course Standard 2

### **MSMSS8-2: Define and apply foundational concepts in business, marketing and entrepreneurship.**

- 2.1 Show mastery of basic marketing definitions/concepts (i.e., marketing, market, product vs. service, customer vs. consumer, need vs. want, 4 P's of marketing, marketing mix, target market, market segmentation, marketing concept vs. marketing plan vs. marketing strategy).
- 2.2 Explain how marketing affects our businesses, our economy and our overall society.
- 2.3 Explain the benefits of the free market economy and how it affects a business's marketing decisions.
- 2.4 Compare the types of business ownership and identify ethical, social and environmental issues related to business ownership.
- 2.5 Identify the benefits of entrepreneurial education (i.e., creative thinking, problem-solving, doing versus understanding, etc.) in addition to the basics of starting a business.
- 2.6 Identify and describe the parts of a Business Plan and explain why it is important to an entrepreneur.
- 2.7 Develop and use interview questions with entrepreneurs and marketing professionals and report on their responses.

## Course Standard 3

### **MSMSS8-3: Define and apply basic concepts specific to Hospitality, Recreation and Tourism (HRT) to prepare for the High School HRT Pathway and/or careers in the industry.**

- 3.1 Distinguish among the terms that are commonly used in the HRT industry (e.g. hospitality, recreation, tourism, hotel and lodging, guest services, booking, food and beverage, event planning, convention and trade shows, ecotourism, seasonality, resort, timeshare, bed & breakfast, vendor).
- 3.2 Determine the types of lodging facilities and the amenities for each.
- 3.3 Identify the different forms of transportation (e.g., bus, airline, boat, rail, public transportation, rental car) and how each may be used by various target markets.
- 3.4 Explain the importance of the HRT Industry to Georgia's economy.

## Course Standard 4

### **MSMSS8-4: Define and apply basic concepts specific to Sports & Entertainment Marketing to prepare for the High School Sports & Entertainment Marketing Pathway and/or careers in the industry.**

- 4.1 Distinguish among the terms that are commonly used in the Sports & Entertainment Marketing industry (e.g. sports marketing, entertainment marketing, venue, fan, ticket broker, agent, scalper, sponsor, sponsorship, endorsement, licensing, will-call).
- 4.3 Explain the difference between professional sports and amateur sports.
- 4.4 Describe how the marketing mix (four P's) applies to the Sports & Entertainment Marketing industry.
- 4.5 Explain the importance of branding and merchandising activities in Sports and Entertainment Marketing.
- 4.6 Explain the importance of the Sports & Entertainment Industry to Georgia's Economy.

## Course Standard 5

**MSMSS8-5: Define and apply basic concepts specific to Fashion Marketing to prepare for the High School Fashion, Merchandising and Retail Management Pathway and/or careers in the industry.**

- 5.1 Distinguish among the terms that are commonly used in the Fashion industry (e.g. fashion, apparel, accessories, knock-offs, fads, trends, textiles, merchandising, design, manufacturer, wholesaler, retailer).
- 5.2 Define “fashion cycle” and explain why it is important.
- 5.3 Distinguish between a fad and a trend.
- 5.4 Distinguish between domestic and international manufacturing.
- 5.5 Describe how the marketing mix (four P’s) applies to the Fashion Marketing industry.
- 5.6 Explain the importance of the Fashion Industry to Georgia’s economy.

## Course Standard 6

**MSMSS8-6: Define and apply basic concepts specific to Marketing and Management to prepare for the related High School Marketing and Management and Marketing Communications and Promotions Pathways and/or careers in the industry.**

- 6.1 Distinguish among terms that are commonly used in the Marketing Communications and Promotions and Marketing Management industry (e.g. promotional mix, positioning, consumer perception, media, campaign, co-op advertising, copywriter, storyboard, press release, publicity, visual merchandising, display, slogan, tagline, prospecting, cold-calling, management, Human Resources, Return on Investment, assets and liabilities).
- 6.2 Explain the importance of marketing research as applied to business and marketing decisions.
- 6.3 Develop a survey based on a topic of your choice.
- 6.4 Collect, compile, and analyze data using the survey and report your findings.
- 6.5 Identify and define the elements of the promotional mix.
- 6.6 Distinguish between business-to-business (B2B) sales and business-to-consumer (B2C) sales.
- 6.7 Identify traits of a successful salesperson.
- 6.8 Identify and explain the steps of the sales process.
- 6.9 Determine the main functions of managers.

## Course Standard 7

**MSMSS8-7: Apply professional, leadership, and marketing skills resulting from participating in the local and state Marketing and Hospitality Student Organization, DECA.**

- 7.1 Illustrate leadership skills by engaging in local chapter meetings and local and state leadership activities and conferences.
- 7.2 Define the term “co-curricular”, and explain the benefits of DECA, to the Marketing Education Program.
- 7.3 Explain the importance of working cooperatively with others to plan/conduct DECA meetings.
- 7.4 Illustrate leadership, and teamwork skills and empathy by participating in school service activities.
- 7.5 Apply marketing concepts through participation in DECA competitions.
- 7.6 Design a community service campaign for your DECA Chapter.
- 7.7 Implement a community service event.

## Course Standard 8

### **MSMSS8-8: Develop a career portfolio.**

- 8.1 Explain how the career decision-making process is developmental.
- 8.2 Differentiate between a job and a career (i.e., education and/or training needed, experience required, etc.)
- 8.3 Identify and list sources of information on careers and employment trends (e.g. LinkedIn, Indeed, GlassDoor).
- 8.4 Use an online career development program (YouScience, GCIS, Career Cruising, etc.) to determine interests, abilities and aptitudes and explain how personal interests and abilities impact lifelong learning.
- 8.5 Develop a career plan including high school programs and postsecondary degrees (i.e. College & Career Academies, dual enrollment, WBL, high school apprenticeships/internships, college Co-Op & Internship opportunities).
- 8.6 Explain how social media etiquette, including posts, pictures, and comments can globally affect one's personal and professional brand in relation to professional goals and employment opportunities.
- 8.7 Define networking as a social skill and explain the use of personal and business contacts and association websites (e.g. LinkedIn) as important networking resources.
- 8.8 Create a student profile/resume, using available technology, including a general letter of recommendation from a teacher and a community leader.
- 8.9 Investigate and report on educational requirements, job responsibilities, employment trends, compensation trends and opportunities within marketing career pathways (i.e. advertising, brand management, marketing research, sales) using credible sources.