

**Marketing Career Cluster  
Marketing and Entrepreneurship  
Course Number 08.44100**

**Course Description:**

Marketing and Entrepreneurship is the second course in the Marketing and Management Career Pathway. Marketing and Entrepreneurship begins an in-depth and detailed study of marketing while also focusing on management with specific emphasis on small business ownership. This course builds on the theories learned in Marketing Principles by providing practical application scenarios which test these theories. In addition, Marketing and Entrepreneurship focuses on the role of the supervisor and examines the qualities needed to be successful.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

**Course Standard 1**

**MKT-ME-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

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

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

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application

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Reading Body Language and mixed Messages	Constructive Criticism in Writing	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	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

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

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

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

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
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	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 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

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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	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 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
	Expressing Yourself on a Team	Staying Organized
	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
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

**Support of CTAE Foundation Course Standards and Georgia Standards of Excellence  
L9-10RST 1-10 and L9-10WHST 1-10:**

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

**Course Standard 2**

**MKT-ME-2**

**Understand the concepts, processes, systems, strategies and tools needed to be a successful entrepreneur / business owner / manager.**

- 2.1 Explain the concepts and processes associated with successful entrepreneurial performance.
  - a. Define entrepreneurship.
  - b. Identify and analyze characteristics of a successful entrepreneur.
  - c. Identify the reasons for planning in entrepreneurial businesses.
  - d. Discuss the entrepreneurial discovery processes, risks, and rewards of being an entrepreneur.
  - e. Assess global trends and opportunities.
  - f. Determine opportunities for business creation.
  - g. Generate ideas for business.
- 2.2 Explain the fundamental concepts of business ownership.
  - a. Determine the relationship of competition to our private, free enterprise system.
  - b. Explain the effects of competition on buyers and sellers.
  - c. Identify the common types of business ownership.
  - d. Compare and contrast the advantages and disadvantages of each type of ownership.
- 2.3 Explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.
  - a. Describe the use of technology in the marketing-information management function.
  - b. Describe options businesses use to obtain marketing research data (i.e., primary and secondary research).
  - c. Explain characteristics of effective data collection instruments.
  - d. Describe techniques for processing marketing information.
  - e. Discuss methods used to interpret and present segment information (verbal, charts, graphs, etc.).

**Course Standard 3**

**MKT-ME-3**

**Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity.**

- 3.1 Determine feasibility of ideas (i.e. test marketing, prototyping, marketing research, etc.).
- 3.2 Cite evidence of the major reasons for business failure.
- 3.3 Utilize the marketing functions to determine the competitive advantage of the proposed business.
- 3.4 Discuss elements needed in a formal written prospectus (i.e., (1) executive summary, (2) introduction, (3) analysis of the business situation, (4) Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis if evaluating a company or Porter's Five Forces Analysis if evaluating an industry, (5) planned operation of the proposed business/product/service, (6) milestones, (7) timelines, (8) planned financing and request for financing).
- 3.5 Identify technology needed to create a visual presentation.

## Course Standard 4

### MKT-ME-4

**Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity.**

- 4.1 Locate resources for goods and/or services.
- 4.2 Discuss sources of capital used by entrepreneurs.
- 4.3 Compare and contrast sources of available capital.
- 4.4 Identify fixed and variable costs for startup and maintenance of the business.
- 4.5 Discuss the terms associated with financial reports.
- 4.6 List and describe the elements of a tentative budget for the business including the nature of an income statement, balance sheet, and cash flow statement.
- 4.7 Identify tax liabilities associated with a business.

## Course Standard 5

### MKT-ME-5

**Understand the concepts, processes, systems, strategies and tools needed to create a successful business venture.**

- 5.1 Identify goods and/or services to be sold.
- 5.2 Explain the processes and strategies used in selecting a business location whether brick and mortar, e-business, or both.
  - a. Discuss types of business locations.
  - b. Explain the steps used in conducting a location analysis.
  - c. Identify trends and other criteria for site location.
  - d. Justify rationale for selected site.
- 5.3 Determine the effect of government on business.
  - a. Determine governmental agencies and governmental regulations affecting businesses.
  - b. Explain the importance of terms such as copyright, trademark, patent, logo, license, permit, etc.
  - c. Determine licenses needed by a small business.
- 5.4 Discuss and explain the types of risks that businesses encounter.
- 5.5 Identify the market segment for the business.
- 5.6 Formulate a marketing mix designed to reach a specific market segment.

## Course Standard 6

### MKT-ME-6

**Understand the concepts, systems, and tools needed to complete the marketing plan.**

- 6.1 Identify product strategies.
  - a. Describe the use of technology in the product/service management function.
  - b. Describe the uses of grades and standards in marketing.
  - c. Explain warranties and guarantees.
  - d. Describe factors used by marketers to position products/services.
  - e. Describe factors used by businesses to position corporate brands.
  - f. Explain the importance of planning purchasing decisions.
- 6.2 Identify place strategies.
  - a. Describe the use of technology in the channel management function.
  - b. Describe ethical considerations in channel management.
  - c. Coordinate channel management with other marketing activities.
  - d. Explain the costs associated with inventory management.
  - e. Compare and contrast the various inventory management systems.

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- 6.3 Identify pricing strategies.
  - a. Describe the role of business ethics in pricing.
  - b. Explain the use of technology in the pricing function.
  - c. Identify factors that affect pricing.
  - d. Identify factors that affect pricing strategy decisions, including the product life cycle.
- 6.4 Identify promotion strategies.
  - a. Describe the use of technology in the promotion function.
  - b. Describe the regulation of promotion.
  - c. Discuss the components of the promotional mix including direct marketing and internet marketing.
  - d. Explain the importance of coordinating elements in advertisements.
  - e. Explain considerations used to evaluate whether to participate in trade shows/expositions.
  - f. Outline a promotional plan including internet and other forms of promotion.
- 6.5 Identify selling strategies.
  - a. Describe the use of technology in the selling function.
  - b. Identify company's unique selling proposition.
  - c. Explain the nature of sales forecasts.
  - d. Discuss actions employees can take to achieve the company's desired results.
  - e. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
  - f. Demonstrate sales techniques.

## Course Standard 7

### MKT-ME-7

#### **Understand the concepts, processes, systems, strategies and tools needed to successfully manage a business venture.**

- 7.1 Identify the day to day operating procedures businesses must consider.
- 7.2 Identify the ethical, social, and environmental responsibilities of businesses.
  - a. Describe the social obligations of a business.
  - b. Determine ethical behavior and ethical issues in business.
  - c. Develop an awareness of safety procedures and health procedures used in business operations.
  - d. Identify environmental concerns and issues related to the operation of a business.
- 7.3 Explain the concepts, systems, and strategies needed to acquire and develop human resource needs for an entrepreneurial entity.
  - a. Outline personnel procedures.
  - b. Discuss the hiring and training process.
  - c. Explain benefits for employees.
  - d. Identify internal and external service standards.
  - e. Explain the concept of internal branding and how it helps to create value.
- 7.4 Identify methods to evaluate the success of the entrepreneurial venture.