

State: TX
State Course Title: Marketing
State Course Code:
State Standards: Marketing
Date of Standards:

TEKS	Course Title. (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student defines marketing and identifies the seven core functions.			
(A) define marketing; identify the seven core functions, including channel management, marketing-information management, marketing planning, pricing, product-service management, promotion, and selling; and	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 1
(B) explain the marketing concept.	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 3
(2) The student knows the interrelationship and purpose of the marketing mix or 4P's of marketing: product, price, promotion, and place.			
(A) identify the four elements of the marketing mix, including product, price, place, and promotion;	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 4
(B) explain how each component of the marketing mix contributes to successful marketing;	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 3
(C) analyze the interdependence of each element of the marketing mix;	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 4
(D) introduce an idea for a new product/service including the marketing mix; and	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 5
(E) determine the feasibility of a new product/service proposal.	Marketing Foundations 1a	Unit 4: Business Ownership and Government Regulations	Lesson 3
(3) The student knows how a company considers internal and external factors to understand the current market.			
(A) explain the internal and external influences of marketing planning;	Marketing Foundations 1a	Unit 4: Business Ownership and Government Regulations	Lab
(B) define a marketing plan;	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lab
(C) identify and explain market position and market share;	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 1
(D) explain how a business can use a SWOT (strengths, weaknesses, opportunities, threats) analysis to plan for opportunities in the market;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lesson 2

(E) conduct a SWOT analysis; and	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Activity
(F) use a SWOT analysis to make informed business decisions.	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Activity
(4) The student applies the concepts of market and market identification.			
(A) define the term market;	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 1
(B) identify the target market;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lesson 3
(C) identify examples of niche marketing;	Marketing Foundations 1a	Unit 1: Product and Service Development and Planning	Lesson 2
(D) analyze an appropriate target market within a specific industry;	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 2
(E) compare and contrast types of markets including business to business (B2B) and business to consumer (B2C); and	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 5
(F) evaluate effective markets for various real-life scenarios.	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lab
(5) The student knows and applies the concept of market segmentation.			
(A) define the term market segmentation;	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 2
(B) explain the commonly used types of market segmentation, including demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lesson 4
(C) analyze the impact of culture on buying decisions; and	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 4
(D) apply market segmentation concepts to a real-world situation.	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lesson 2
(6) The student applies the concepts needed to gather and evaluate information for use in making business decisions.			
(A) describe marketing information and how it influences marketing decisions;	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 1
(B) use marketing-research tools to gather primary and secondary data;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lesson 2
(C) compare primary and secondary research;	Marketing Foundations 1a	Unit 1: Foundations of Marketing	Lab
(D) define analytics;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lesson 4
(E) identify sources of data and information that can be analyzed in a business;	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Lab

(F) identify key metrics; and	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 5
(G) analyze data and make recommendations.	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lab
(7) The student explains concepts and strategies used in determining and adjusting prices to maximize return and meet customers’ perceptions of value.			
(A) investigate how businesses make pricing decisions;	Marketing Foundations 1b	Unit 5: Pricing in the Marketing Mix	Lesson 1
(B) identify goals for pricing, including profit, market share, and competition;	Marketing Foundations 1b	Unit 5: Pricing in the Marketing Mix	Lesson 2
(C) analyze factors affecting price, including supply and demand, perceived value, costs, expenses (profit margin), and competition;	Marketing Foundations 1b	Unit 5: Pricing in the Marketing Mix	Lesson 2
(D) explain the economic principle of break-even point;	Marketing Foundations 1b	Unit 3: Marketing and Economics	Lesson 1
(E) explain key pricing terms, including odd/even pricing, loss leaders, prestige pricing, penetration pricing, price bundling, price lining, and everyday low pricing; and	Marketing Foundations 1b	Unit 3: Marketing and Economics	Lesson 4
(F) explain the role of supply and demand on price.	Marketing Foundations 1a	Unit 3: Marketing and Economics	Lesson 1
(8) The student explains the role of product/service management as a marketing function.			
(A) explain the concept of product mix including product lines, product width and product depth;	Marketing Foundations 1a	Unit 7: The Importance of Market Research	Lesson 4
(B) explain the importance of generating new product ideas;	Marketing Foundations 1b	Unit 5: Pricing in the Marketing Mix	Lesson 3
(C) analyze the product mix for a current business;	Marketing Foundations 1a	Unit 7: The Importance of Market Research	Lab
(D) identify and discuss the components of the product life cycle, including introduction, growth, maturity, and decline; and	Marketing Foundations 1b	Unit 5: Pricing in the Marketing Mix	Lesson 3
(E) identify marketing decisions that should be best made in each stage of the product life cycle.	Marketing Foundations 1a	Unit 5: Pricing in the Marketing Mix	Lesson 3
(9) The student knows the process and methods to communicate information about products to achieve a desired outcome.			
(A) explain the role of promotion as a marketing function;	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lesson 2
(B) identify elements of the promotional mix, including advertising, public relations, personal selling, and sales promotion;	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lesson 2
(C) communicate features and benefits of a product to a potential client; and	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Activity
(D) analyze websites for effectiveness in achieving a desired outcome.	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lab

(10) The student identifies promotional channels used to communicate with the targeted audiences.			
(A) create examples of advertising for various media used to communicate with target audiences, including print media such as outdoor, newspapers, magazines, and direct mail; digital media such as e-mail, apps, and social media; and broadcast media such as television and radio;	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lab
(B) describe various public-relations activities such as a press release and publicity management;	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lesson 4
(C) evaluate examples of sales promotions such as coupons, loyalty programs, rebates, samples, premiums, sponsorship, and product placement; and	Marketing Foundations 1a	Unit 3: Promotion and Advertising	Lesson 3
(D) explain the role of marketing ethics in relationship to promotional strategies.	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 2
(11) The student explains the role of channel members and methods of product transportation.			
(A) define channel of distribution;	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 4
(B) justify the roles of intermediaries, including manufacturer, agent, wholesaler/industrial distributor, retailer, and consumer/industrial user;	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 4
(C) identify the methods of transportation for products, including road, air, maritime, rail, and intermodal; and	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 4
(D) analyze the impact of the distribution channel on price.	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 4
(12) The student demonstrates how to determine client needs and wants and responds through planned and personalized communication.			
(A) explain the role of personal selling as a marketing function;	Marketing Foundations 1b	Unit 4: The Art of the Sale	Lesson 2
(B) explain the role of customer service as a component of selling relationships;	Marketing Foundations 1b	Unit 4: The Art of the Sale	Lesson 4
(C) explain the importance of preparing for the sale, including gaining knowledge of product features and benefits, identifying the target market and their needs, and overcoming common objections; and	Marketing Foundations 1b	Unit 4: The Art of the Sale	Lesson 3
(D) identify and explain ways to determine needs of customers and their buying behaviors, including emotional, rational, or patronage.	Marketing Foundations 1b	Unit 4: The Art of the Sale	Lesson 3
(13) The student demonstrates effective sales techniques.			
(A) examine the steps of the selling process, such as approach the customer, determine needs, present the product, overcome objections, close the sale, and suggestive selling;	Marketing Foundations 1a	Unit 4: The Art of the Sale	Lesson 3
(B) explain effective strategies and techniques for various sales situations; and	Marketing Foundations 1a	Unit 4: The Art of the Sale	Lesson 3
(C) pitch a sales presentation for a product or service using the steps of the sales process, such as addressing customers’ needs, wants and objections, and negotiating the sale.	Marketing Foundations 1a	Unit 4: The Art of the Sale	Lab

(14) The student implements a marketing plan.			
(A) identify a key target audience;	Marketing Foundations 1b	Unit 4: The Art of the Sale	Activity
(B) determine an appropriate message and medium to attract customers;	Marketing Foundations 1b	Unit 4: The Art of the Sale	Activity
(C) create a promotional plan that includes the following components: target market, promotional objective, advertising media selection, promotional schedule, and budget;	Marketing Foundations 1b	Unit 3: Promotion and Advertising	Lesson 2
(D) present a marketing plan to an audience; and	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Activity
(E) analyze various marketing plans for effectiveness.	Marketing Foundations 1b	Unit 3: Promotion and Advertising	Lab
(15) The student knows the nature and scope of project management.			
(A) explore the various tools available to manage a project such as a Gantt Chart; and	Marketing Foundations 1a	Unit 2: The Role and Function of Marketing in Business	Lesson 5
(B) define the components of a project plan, including project goals schedule, timeline, budget, human resources, quality management, risk management, monitoring, and controlling a project.	Marketing Foundations 1b	Unit 1: Product and Service Development and Planning	Activity
(16) The student knows the nature and scope of ethics in marketing.			
(A) analyze the role and use of ethics in marketing;	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 1
(B) research how ethics has affected a company’s profitability; and	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 1
(C) apply marketing ethics to the decision-making process.	Marketing Foundations 1a	Unit 5: Legal Issues and Ethics	Lesson 2