MARKETING PATHWAY EXPLORATION

Marketing Pathway Exploration is an exploratory course designed for students in Grade 8 to introduce them to pathways in the Marketing Cluster and to develop an understanding of the different careers available in each pathway. Marketing Pathway Exploration may be taught as a 70- or 140-hour course. For a 70-hour course, content standards 1, 2, 4, 5, and 10 must be taught. The project-based tasks require students to explore various marketing venues, develop an understanding of terminology, and acquire self-development skills to enhance relationships and improve efficiency in the work environment. Students are introduced to foundational concepts in marketing through the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.

Career and technical student organizations (CTSOs) are an integral co-curricular component of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and broaden opportunities for personal and professional growth.

Students will:

Marketing

1. Understand marketing’s role and function in business to facilitate economic exchanges with customers.
   a. Explain marketing and its importance in a global economy.
   b. Describe marketing functions and related activities.
   c. Explore marketing strategies used to promote goods and services produced in Alabama over historical periods of time.

2. Acquire foundational knowledge of customer/client behavior to understand what motivates decision-making.
   a. Explain factors that influence customer/client/business buying behavior.
   b. Discuss actions employees can take to achieve the company’s desired results.
   c. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).

Information Technology

3. Use information literacy skills to increase workplace efficiency and effectiveness.
   a. Assess information needs.
   b. Obtain needed information efficiently.
   c. Evaluate quality and source of information.
   d. Apply information to accomplish task.

4. Utilize information-technology tools to manage and perform work responsibilities.
   a. Identify ways that technology impacts business.
   b. Describe the scope of the Internet.
   c. Demonstrate basic word processing, presentation, database, and spreadsheet application skills.
   d. Create and post basic web page.
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Professional Development

5. Participate in career planning to enhance job-success potential.
   a. Assess personal interests and skills needed for success in business.
   b. Analyze employer expectations in the business environment.
   c. Identify sources of career information.
   d. Identify tentative occupational interest.
   e. Explain employment opportunities in marketing.
   f. Explain career opportunities in entrepreneurship.

Hospitality, Travel, and Tourism Marketing

6. Determine the marketing opportunities in Alabama provided through the hospitality industry (travel, lodging and tourism).
   a. Determine the importance of the hospitality industry (travel, lodging and tourism) to Alabama’s economy.
   b. Discuss the growth of the hospitality industry in Alabama and contributing factors.
   c. Differentiate between business and leisure travel.
   d. Compare and contrast the different forms of transportation and the associated costs (bus, airline, boat, public transportation, private vehicle) available for travelers.
   e. Differentiate between the different types of recreational facilities.
   f. Develop a graphic highlighting the job opportunities in the hospitality industry.

Sports and Entertainment Marketing

7. Determine the role of management and financial planning in the sports and entertainment industries.
   a. Distinguish between sports marketing and entertainment marketing.
   b. Discuss the importance of sports and entertainment industries to Alabama’s economy.
   c. Compare the governance organizations for sports at the high school, college, and professional levels.
   d. Investigate the financial aspects of a sports marketing and/or entertainment marketing event and calculate the actual dollars needed.
   e. Compare and contrast local entertainment venues.
   f. Create a job profile for a worker in the sports or entertainment marketing field.
   g. Plan a sports or entertainment activity that can be held at school.

Fashion Marketing

8. Determine marketing opportunities in the fashion industry.
   a. Distinguish between fashion, mass fashion and high fashion.
   b. Investigate characteristics of a successful designer (e.g., Vera Wang, Ralph Lauren, etc.) including their signature style, niche market and tie-in markets.
   c. Outline theories of fashion.
   d. Determine trends in fashion over the past several decades.
   e. Acquire information about marketing careers available in the fashion industry.
f. Identify domestic and international fashion centers.
g. Distinguish between mark up and mark down and determine the effect on price.

**Entrepreneurship**

9. Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.
   a. Describe the nature of entrepreneurship.
   b. Explain the role requirements of entrepreneurs and owners.
   c. Develop a research survey to administer to local business owners to gain information about entrepreneurship.
   d. Interpret the results of a research survey.
   e. Identify the risks and rewards of entrepreneurship.

**Leadership**

10. Explore opportunities offered through affiliated CTSOs to further develop business and marketing skills.
   a. Differentiate among various leadership opportunities available through CTSO membership.
   b. Compare and contrast CTSO competitive events.
   c. Participate in CTSO competitive events and leadership conferences.