

Planning Guide Sheets

Section 5

Marketing-Information Management

Topic	Nature and Scope
Performance Indicator	Describe the need for marketing information (IM:012)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 12
Show-Me Standards	1.7, 1.10, CA 3
Objectives	<ol style="list-style-type: none"> Define the terms facts, estimates, predictions, relationships, and marketing information. Identify types of information used in marketing decision making. Identify types of marketing information useful to marketers. Describe ways that marketers use marketing information. Explain the impact of marketing information on marketers.
Sample Activity	Call on individual students to identify a current problem in marketing. Ask another student to describe types of marketing information that could be obtained to resolve the problem. Ask the class to react to the student recommendations.
Resources Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 115-124). Mason, OH: South-Western Thomson Learning.</p> <p>Everard, K., Burrow, J. (2001). <i>Business principles and management</i> (pp. 284-285, 519-521, 550-551). Mason, OH: Delmar, South-Western Thomson Learning.</p> <p>Farese, L., Kimball, G., Woloszyk C. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 5, 505-516]. New York: Glencoe McGraw-Hill.</p> <p>Farese, L., Kimbrell, G., & Woloszyk, C. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 424-429]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Hair, J., Bush, R., Ortinau, D. (2000). <i>Marketing research : a practical approach for the new millennium</i> (pp. 56-63). New York :The McGraw-Hill Companies, Inc.</p> <p>Zikmund, W.G., & d'Amico, M. (1999). <i>Marketing</i> (6th ed.) [pp. 129-130]. Cincinnati: South-Western College Publishing.</p>

Topic	Marketing Planning
Performance Indicator	Explain the concept of marketing strategies (IM:194)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 8-9,12
Show-Me Standards	3.7, 4.1, CA 3
Objectives	<ol style="list-style-type: none"> Define the following terms: marketing mix, product, place, promotion, price, goals, strategies, and tactics. Identify the components of the marketing mix. Describe the importance of each of the components of the marketing mix. Explain the relationship of goals, strategies, and tactics. Describe the importance of marketing strategies. Explain the factors that may cause marketing strategies to change. Explain the importance of strategies in the marketing mix.
Sample Activity	Tell students that they are to imagine that they are the marketing manager for the school's play or other school activity. Ask students to identify strategies that they would use to market the play/activity and to explain why they would use those strategies. Explain that students are to arrange to summarize their plans in a brief presentation for the play/activity directors. Follow up with students to discuss their strategies.
Resources	
LAP	<p>Marketing Education Resource Center (1996). <i>Marketing strategies</i> [Marketing and Business LAP 4]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1996). <i>Marketing strategies: Instructor copy</i> [Marketing and Business LAP 4]. Columbus, OH: Author.</p>
Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 19-20, 91-92, 94-97, 220-222, 248-249). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [p. 23]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L., Kimbrell, G., & Woloszyk, C. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 21-25, 309]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Kotler, P., & Armstrong, G. (1999). <i>Principles of marketing</i> (8th ed.) [pp. 46-50]. Upper Saddle River, NJ: Prentice Hall.</p> <p>Zikmund, W.G., & d'Amico, M. (2001). <i>Marketing: Creating and keeping customers in an e-commerce world</i> (7th ed.) [pp. 9-15, 31]. Cincinnati: South-Western College Publishing.</p>
Software/ Online	Marketing Education Resource Center (1999). <i>Marketing strategies</i> [Marketing and Business LAP 4: Presentation Software]. Columbus, OH: Author.

Topic	Marketing Planning
Performance Indicator	Explain the concept of market and market identification (IM:196)
Level	Career-sustaining
Marketing Education Standard	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
SCANS	Information 5-8; Interpersonal 14; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 8-9,12
Show-Me Standards	1.6, 3.5, 4.1
Objectives	<ol style="list-style-type: none"> Define the following terms: market, target market, mass marketing, marketing segments, market segmentation, demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation. Explain the importance of target markets to businesses. Describe advantages and disadvantages of mass marketing. Describe advantages and disadvantages of using market segments. Explain why the use of market segments is increasing. Describe demographic characteristics that are analyzed by marketers. Explain the value of geographic segmentation. Discuss the value of psychographic segmentation. Describe types of behavioral segmentation.
Sample Activity	<p>Ask students to create a phrase or description that they would use to promote a new skin cream to the following markets:</p> <ol style="list-style-type: none"> Female athletes Physicians Men over 40 Teenage girls Women in other global regions (e.g., Asia, Europe, Latin America, etc.) <p>Call on students to share their responses, asking others to react to the appeal of the phrase or description for the target markets.</p>
Resources	
LAP	<p>Marketing Education Resource Center (1997). <i>Market identification</i> [Marketing and Business LAP 5]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1997). <i>Market identification: Instructor copy</i> [Marketing and Business LAP 5]. Columbus, OH: Author.</p>
Textbooks	<p>Burrow, J. (2002). <i>Marketing</i> (pp. 166-170). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 24-32]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Kotler, P., & Armstrong, G. (1999). <i>Principles of marketing</i> (8th ed.) [pp. 197-213]. Upper Saddle River, NJ: Prentice Hall.</p> <p>Zikmund, W.G., & d'Amico, M. (2001). <i>Marketing: Creating and keeping customers in an e-commerce world</i> (7th ed.) [pp. 210-214, 222-232]. Cincinnati: South-Western College Publishing.</p>

**Software/
Online**

Marketing Education Resource Center (1999). *Market identification*
[Marketing and Business LAP 5: Presentation Software]. Columbus, OH:
Author.