A Correlation: Texas Academic Standards and JA Marketing Principles® 2

Session Descriptions	Student Objectives	Academic Standards	Work and Career Ready Skills
Theme 1: Market Research			
Project 1: Brand Affinity Students explore the purposes and features of marketing, product development, and customer service.	**Students will:** ● Learn about content marketing strategy and how companies use content to build their brands. ● Create a content marketing strategy for their brand. ● Examine infographics and how they are utilized. ● Develop an infographic for their brand.	**CTE – Marketing:** §130.347(c)(7)(A): explain the role of promotion as a marketing function §130.347(c)(7)(B): describe the use of advertising to increase brand awareness and customer loyalty §130.347(c)(8)(A): explain the concept of branding §130.347(c)(8)(D): create promotional materials that build brand identity **Entrepreneurship:** §130.352(c)(7)(C): develop a marketing plan that includes branding and promotional strategies §130.352(c)(8)(D): describe the importance of customer service in sustaining a business	● Communicates ideas clearly through visual and digital media ● Demonstrates digital fluency and design skills through infographic development ● Applies marketing principles to build and support brand identity ● Thinks creatively and strategically to engage target audiences
1.1 What is Market Research? Students learn how market research allows companies to gather, analyze, and interpret information to make strategic decisions about their product line and how it is marketed.	**Students will:** ● Examine the reasons market research is conducted. ● Learn key steps in the process of conducting market research. ● Research the methods businesses use to conduct market research. ● Demonstrate how market research benefits companies.	**CTE – Marketing:** §130.347(c)(2)(A): explain the role of marketing research in decision making §130.347(c)(2)(B): identify components of marketing research §130.347(c)(2)(C): explain how marketing information is used §130.347(c)(2)(D): identify methods for conducting marketing research **Entrepreneurship:** §130.352(c)(6)(A): explain the importance of market research to a business §130.352(c)(6)(B): identify target	● Analyzes information to inform decision-making ● Uses research tools and methods to solve real-world problems ● Applies critical thinking and data interpretation skills ● Demonstrates understanding of how customer insight drives business strategy

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		markets using market segmentation	
1.2 Types of Market Research Students learn about primary (qualitative) and secondary (quantitative) research and the contribution they make to marketing.	**Students will:** ● Define qualitative and quantitative market research. ● Evaluate the purposes of qualitative and quantitative market research. ● Examine methods of quantitative market research. ● Apply quantitative market research methodology to a business scenario. ● Create an effective message utilizing one of the channels of communications.	**CTE – Marketing:** §130.347(c)(2)(C): explain how marketing information is used §130.347(c)(2)(D): identify methods for conducting marketing research §130.347(c)(2)(E): interpret marketing information **Entrepreneurship:** §130.352(c)(6)(C): identify trends and methods used for market research §130.352(c)(6)(D): analyze customer profiles to target specific markets	● Differentiates between qualitative and quantitative data ● Selects and applies appropriate research methods for decision-making ● Uses data to develop insights and support conclusions ● Demonstrates ability to communicate data-driven recommendations
1.3 Tools for Market Research Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.	**Students will:** ● Examine methods of qualitative market research. ● Identify an appropriate research tool to design a qualitative research study. ● Conduct a qualitative research study (in-depth interview). ● Analyze the results of qualitative research	**CTE – Marketing:** §130.347(c)(2)(D): identify methods for conducting marketing research §130.347(c)(2)(F): explain the use of technology in marketing research §130.347(c)(2)(G): interpret data gathered in a marketing research study **Entrepreneurship:** §130.352(c)(6)(C): identify trends and methods used for market research §130.352(c)(6)(E): interpret market research data to forecast business success	● Selects appropriate tools for gathering qualitative data ● Conducts interviews and other field research methods professionally ● Analyzes and interprets research findings to inform planning ● Demonstrates effective listening and data synthesis skills

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1.4 Market Research Process Students learn about market research tools used to gather data on demographics and lifestyles. Through gaining an understanding of the market, students can create a marketing plan.	**Students will:** ● Identify steps in the market research process used to measure brand identity. ● Research how brands have handled image problems in the past. ● Perform market research related to brand identity. ● Present quantitative data to a "marketing department" and give recommended solutions to an identified brand identity problem. ● Exhibit polished and effective presentation technique.	**CTE – Marketing:** §130.347(c)(2)(A): explain the concept of marketing research §130.347(c)(2)(D): identify methods for conducting marketing research §130.347(c)(2)(G): interpret data gathered in a marketing research study §130.347(c)(5)(F): deliver presentations using appropriate technology and visual aids **Entrepreneurship:** §130.352(c)(6)(C): identify trends and methods used for market research §130.352(c)(6)(E): interpret market research data to forecast business success	● Conducts structured research to address real-world business problems ● Uses quantitative and qualitative data to support recommendations ● Communicates solutions clearly through professional presentations ● Demonstrates strategic thinking and creativity in problem-solving

Theme 2: Marketing Plan

Session Descriptions	Student Objectives	Academic Standards	Work and Career Ready Skills
Theme 2 Project: Messaging Across the Channels Students learn about the communication mix, the specific methods and media used to promote products and services to a target market.	**Students will:** ● Gain an understanding of the marketing communication mix. ● Determine the best communication channel for a targeted segment. ● Design an advertisement targeting a critical market persona. ● Develop a media placement plan for the advertisement.	**CTE – Marketing:** §130.347(c)(6)(A): identify the elements of the promotional mix §130.347(c)(6)(B): describe the use of business ethics in promotion §130.347(c)(6)(C): explain the types of media used in a promotional plan §130.347(c)(6)(D): describe the advertising media selection process §130.347(c)(6)(F): explain the components of a promotional plan **Entrepreneurship:** §130.352(c)(10)(D): develop a	● Selects appropriate communication tools based on audience and purpose ● Applies creative thinking to develop compelling marketing messages ● Demonstrates media literacy and strategic decision-making ● Plans and organizes information for targeted outreach and brand visibility

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Session Descriptions	Student Objectives	Academic Standards	Work and Career Ready Skills
		marketing plan including promotional strategies and media planning	
2.1 The Purpose of a Marketing Plan Students learn the importance of a marketing plan to describe a company's marketing strategies and how those strategies will be implemented.	**Students will:** ● Explain the essential purpose of a marketing plan in business. ● Review and analyze a company's marketing plan. ● Research and develop a market snapshot for a marketing plan.	**CTE – Marketing:** §130.347(c)(1)(A): describe the marketing functions and related activities §130.347(c)(3)(C): identify the components of a marketing plan §130.347(c)(3)(D): analyze the importance of each component in the marketing plan **Entrepreneurship:** §130.352(c)(10)(A): explain the importance of marketing to the success of a business §130.352(c)(10)(B): describe the elements of the marketing mix	● Demonstrates critical thinking in evaluating business strategies ● Applies research and analysis to real-world business planning ● Organizes information clearly to support decision-making ● Uses marketing knowledge to inform strategic business development
2.2 Elements of a Marketing Plan Students learn the elements of a marketing plan and how they combine to provide a roadmap for implementing marketing strategies.	**Students will:** ● Define the essential components of a marketing plan. ● Develop approaches for creating a marketing plan. ● Examine successful mission statements and explain their role in marketing plans. ● Create a written product description for a marketing plan.	**CTE – Marketing:** §130.347(c)(3)(C): identify the components of a marketing plan §130.347(c)(3)(D): analyze the importance of each component in the marketing plan §130.347(c)(2)(C): explain the role of mission statements in marketing **Entrepreneurship:** §130.352(c)(3)(A): describe the importance of business vision and mission statements §130.352(c)(10)(B): describe the elements of the marketing mix	● Communicates clearly through written business documentation ● Applies strategic thinking to real-world business planning ● Demonstrates understanding of how mission and messaging impact business success ● Synthesizes multiple components into a cohesive project plan

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2.3 Developing a Marketing Plan Students gain experience in developing a marketing plan, including a situational analysis that is a key element of any plan.	**Students will:** ● Review the approaches to developing and writing the elements of a marketing plan. ● Describe the elements and purpose of a SWOT Analysis. ● Organize questions to solve a situation through a SWOT Analysis. ● Apply SWOT Analysis to the development of a marketing strategy.	**CTE – Marketing:** §130.347(c)(3)(C): identify the components of a marketing plan §130.347(c)(3)(D): analyze the importance of each component in the marketing plan §130.347(c)(1)(B): analyze the elements of the marketing mix and their role in developing marketing strategies §130.347(c)(1)(E): demonstrate knowledge of strategic planning in marketing **Entrepreneurship:** §130.352(c)(10)(A): analyze the role of marketing in a business §130.352(c)(10)(B): describe the elements of the marketing mix §130.352(c)(10)(C): develop a marketing plan, including a SWOT analysis	● Uses analytical thinking to evaluate business situations and develop strategies ● Organizes and synthesizes information to inform decision-making ● Demonstrates problem-solving through application of industry tools (e.g., SWOT) ● Communicates strategic plans clearly and effectively
2.4 Market Research Process Students learn about market research tools used to gather data on demographics and lifestyles. Through gaining an understanding of the market, students can create a marketing plan. .	**Students will:** ● Describe the importance of a marketing budget as an element of a marketing plan. ● Examine methods of creating a marketing budget. ● Use methods of tracking, monitoring, and analyzing marketing metrics as related to ROI (return on investment). ● Adjust marketing activities based on plan results.	**CTE – Marketing:** §130.347(c)(3)(E): describe the importance of a marketing budget §130.347(c)(3)(F): explain methods of determining a marketing budget §130.347(c)(3)(G): describe ways to monitor and evaluate marketing performance using metrics such as ROI §130.347(c)(1)(F): apply systems for tracking and adjusting marketing activities based on outcomes **Entrepreneurship:** §130.352(c)(10)(D): describe how	● Demonstrates fiscal responsibility through planning and managing budgets ● Uses data to inform and revise strategic decisions ● Evaluates return on investment to guide future actions ● Monitors and adapts performance metrics to meet business objectives

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		to develop a marketing budget and evaluate its effectiveness	
Theme 3: Sales and Marketing Methods			
Theme 3 Project: Customer Service Trends Students learn about the definition and importance of customer service and create a strategy based on the company's practices and needs	**Students will:** ● Investigate their company/brand's customer service practices. ● Research trends in customer service. ● Choose and justify the customer service strategy that would meet the needs of a target audience. ● Develop a customer service strategy/plan for a target audience.	**CTE – Marketing:** §130.347(c)(12)(A): define customer service §130.347(c)(12)(B): explain the role of customer service in building customer loyalty §130.347(c)(12)(C): identify customer expectations §130.347(c)(12)(D): explain current trends in customer service §130.347(c)(12)(F): describe how to develop a customer service plan **Entrepreneurship:** §130.352(c)(12)(A): explain the impact of customer service on business success §130.352(c)(12)(B): develop strategies for building customer relationships	● Applies customer-focused problem solving in a business environment ● Analyzes market needs to adapt service strategies ● Demonstrates the ability to research and respond to emerging business trends ● Communicates effectively to address client and stakeholder needs

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3.1 Sales and Marketing In many companies, sales and marketing function hand in hand. Marketing evaluates customer wants and needs, then develops, implements, and tweaks a plan to meet those wants and needs while generating profits. Sales has the direct link to the customer and closes the deal.	**Students will:** ● Examine the reasons market research is conducted. ● Learn key steps in the process of conducting market research. ● Research the methods businesses use to conduct market research. ● Demonstrate how market research benefits companies.	**CTE – Marketing:** §130.347(c)(1)(A): explain the role of marketing in a competitive global economy §130.347(c)(6)(A): define the importance of selling in the marketing process §130.347(c)(6)(B): explain the relationship between customer service and selling §130.347(c)(10)(A): explain the nature and scope of marketing research §130.347(c)(10)(B): identify the steps in the marketing research process **Entrepreneurship:** §130.352(c)(11)(A): explain the importance of marketing to a business §130.352(c)(11)(B): describe the elements of the marketing mix §130.352(c)(11)(C): conduct market research using appropriate tools	● Analyzes and interprets data to inform business strategy ● Applies research-based decision-making in business contexts ● Collaborates across departments (e.g., marketing and sales) to improve business outcomes ● Communicates ideas and solutions based on audience needs and market insights

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3.2 Retail Marketing Retailers market themselves to raise awareness of their stores and drive sales. Retail marketing involves selling products to consumers from a fixed location. For the purposes of this session, it does not include e-commerce or online sales.	**Students will:** ● Explain the unique aspects of retail marketing. ● Describe the characteristics of an effective retail business. ● Describe the connection between store location, company brand, and product marketing strategies. ● Evaluate two highly effective retail stores, and explain why they are successful with two different markets.	**CTE – Marketing:** §130.347(c)(1)(A): explain the role of marketing in a competitive global economy §130.347(c)(2)(B): describe types of business ownership §130.347(c)(3)(A): explain the importance of store location in retailing §130.347(c)(3)(C): analyze how location influences the marketing mix §130.347(c)(5)(A): describe characteristics of effective visual merchandising and store layout §130.347(c)(8)(B): explain how to select and analyze target markets **Entrepreneurship:** §130.352(c)(4)(D): describe how location, competition, and the economic environment affect business success §130.352(c)(11)(A): explain the importance of marketing to a business §130.352(c)(11)(D): evaluate marketing strategies for effectiveness	● Applies spatial and strategic thinking in physical retail planning ● Evaluates business success factors using real-world examples ● Understands consumer behavior and purchasing patterns ● Makes data-informed recommendations for business improvement

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3.3 Online Marketing and E-Commerce The Internet has grown to become a major force in marketing and sales. Businesses and individuals who market and sell online can reach large audiences at a low cost and consumers can research and purchase products from anywhere at any time.	**Students will:** ● Describe online marketing and e-commerce. ● Distinguish the advantages and disadvantages of buying online for both seller and buyer. ● Explain search engine optimization and social media marketing as a method of driving e-commerce traffic. ● Create a Web page promoting e-commerce best practices.	**CTE – Marketing:** §130.347(c)(1)(A): explain the role of marketing in a competitive global economy §130.347(c)(1)(B): analyze the impact of marketing on individual, business, and societal decisions §130.347(c)(5)(F): explain the role of digital marketing in a marketing campaign §130.347(c)(6)(A): describe advantages and disadvantages of marketing using social media §130.347(c)(6)(C): explain the role of search engine optimization in online marketing **Entrepreneurship:** §130.352(c)(11)(A): explain the importance of marketing to a business §130.352(c)(11)(C): describe how technology is used in marketing §130.352(c)(11)(D): evaluate marketing strategies for effectiveness	● Applies digital literacy to develop and promote e-commerce solutions ● Analyzes consumer trends and behavior in online marketplaces ● Demonstrates proficiency in using technology to solve marketing challenges ● Develops clear, persuasive communication for online audiences

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3.4 B2B Marketing Business to business (B2B) marketing involves promoting the sale of one company's product or service to another company. All companies, government agencies, medical institutions, and educational systems engage in B2B activities, and B2B marketing is how they learn about and sell to each other.	Students will: ● Define B2B marketing. ● Describe the difference in B2B marketing and B2C (consumer) marketing. ● Research ways that companies market their products and services to B2B customers. ● Develop a marketing plan for a B2B company.	**CTE – Marketing:** §130.347(c)(1)(A): explain the role of marketing in a competitive global economy §130.347(c)(1)(C): differentiate between types of markets such as consumer and business §130.347(c)(5)(A): apply the marketing concept to business-to-business and business-to-consumer sales §130.347(c)(10)(C): develop a marketing plan for a business **Entrepreneurship:** §130.352(c)(11)(A): explain the importance of marketing to a business §130.352(c)(11)(E): develop a marketing plan for a new venture	● Understands different marketing strategies for varying audiences (B2B vs. B2C) ● Applies market research to real-world business solutions ● Develops written communication and planning skills for business purposes ● Demonstrates strategic thinking to design and adapt business marketing plans
Theme 4: Careers in Marketing			
Theme 4 Project: Emotional Connection Students learn about the importance of making an emotional connection with customers.	Students will: ● Explain the importance of making an emotional connection with customers. ● Describe how marketing activities create emotional connections with customers. ● Review and summarize the artifacts in their marketing portfolios. ● Write a business letter to a CMO illustrating an emotional connection with the company's target audience.	**CTE – Marketing:** §130.347(c)(1)(A): explain the role of marketing in a competitive global economy §130.347(c)(2)(C): demonstrate how to communicate effectively with customers and coworkers §130.347(c)(4)(A): identify strategies to create customer loyalty and retention §130.347(c)(8)(B): explain how emotional and rational buying motives influence consumer decision-making **Entrepreneurship:**	● Applies empathy and emotional intelligence in professional communication ● Understands consumer behavior and emotional motivators ● Demonstrates professional writing and presentation skills ● Creates marketing strategies that foster long-term customer

Session Descriptions	Student Objectives	Academic Standards	Work and Career Ready Skills
		§130.352(c)(11)(B): explain how a marketing plan incorporates customer satisfaction §130.352(c)(12)(A): demonstrate communication skills in marketing presentations	relationships
4.1 Planning for a Career in Marketing Careers in marketing require skills in research, behavioral psychology, and visual arts. Marketers monitor trends and develop and promote products and services. The role of marketing in the world is increasing and marketing as a field is anticipated to grow 9 percent a year between 2014 and 2024, making this a viable career option.	**Students will** ● Evaluate career categories in marketing. ● Evaluate anticipated future opportunities in the marketing career cluster. ● Learn traits of successful marketing employees. ● Compare and contrast marketing jobs to jobs in business management and administration.	**CTE – Marketing:** §130.347(c)(12)(A): identify career opportunities in marketing §130.347(c)(12)(B): explain employment requirements in marketing careers §130.347(c)(12)(C): explore the impact of current trends on marketing careers **Entrepreneurship:** §130.352(c)(10)(A): identify job opportunities within an entrepreneurial career plan §130.352(c)(10)(C): describe how to find and apply for a job in marketing or a related field	● Researches and evaluates future job outlooks using labor market information ● Compares roles across career clusters to make informed decisions ● Identifies personal traits and skills aligned with industry expectations ● Analyzes how trends influence future career opportunities

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4.2 Marketing Careers in the New Economy Today, marketing takes place in virtually every kind of company, whether small and local or a multinational behemoth. Marketing departments in large companies work with ad agencies, public relations firms, independent consultants, and others. Small companies often use independent firms and individuals to conduct research, run promotions, or hold events. This session addresses international career options in the first of two groups of marketing areas and has students research needed skills.	**Students will**: ● Research careers in market research and analysis, product and brand management, advertising promotions, and public relations. ● Compare international marketing jobs at large, medium, and small companies.	**CTE – Marketing:** §130.347(c)(12)(A): identify career opportunities in marketing §130.347(c)(12)(C): explore the impact of current trends on marketing careers §130.347(c)(12)(D): describe educational requirements and skills necessary for careers in marketing **Entrepreneurship:** §130.352(c)(10)(B): identify the roles and responsibilities of individuals within marketing and entrepreneurial careers §130.352(c)(10)(D): examine the potential for entrepreneurship across different marketing disciplines	● Analyzes how business size and structure influence career roles and functions ● Researches global and cross-sector career opportunities ● Identifies transferable skills relevant across marketing, branding, PR, and research fields ● Evaluates skill sets needed for career adaptability in the new economy
4.3 Tools for Market Research Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.	**Students will:** ● List the educational requirements for marketing jobs. ● Describe international jobs in retailing and customer occupations. ● Develop expertise in a specific customer service sales occupation.	**CTE – Marketing:** §130.347(c)(2)(A): describe marketing research and its role in decision making §130.347(c)(2)(B): identify methods and sources of marketing research §130.347(c)(2)(D): analyze the use of research to identify customer profiles §130.347(c)(12)(A): identify career opportunities in marketing §130.347(c)(12)(C): explore the impact of current trends on marketing careers	● Applies tools and data to inform decision making in marketing and business planning ● Connects academic learning to real-world job functions in customer service and retail careers ● Demonstrates understanding of workforce expectations for marketing-related roles

Session Descriptions	Student Objectives	Academic Standards	Work and Career Ready Skills
		§130.347(c)(12)(D): describe educational requirements and skills necessary for careers in marketing **Entrepreneurship:** §130.352(c)(10)(B): identify the roles and responsibilities of individuals within marketing and entrepreneurial careers §130.352(c)(10)(D): examine the potential for entrepreneurship across different marketing disciplines	• Evaluates international career options and educational pathways in marketing and sales
4.4 Marketing Career Fair Becoming an expert in a career area allows a job applicant to become comfortable asking and answering questions that will help determine whether a job is a good fit. In a career fair, students share what they have learned about marketing careers and evaluate areas that might be a good fit with their talents and interests.	**Students will:** • Discuss the job application process. • Develop explanatory materials about a job/career path. • Attend a mock career fair as both a recruiter and possible job applicant.	**CTE – Marketing:** §130.347(c)(12)(A): identify career opportunities in marketing §130.347(c)(12)(B): match interests and aptitudes to career opportunities §130.347(c)(12)(C): explore the impact of current trends on marketing careers §130.347(c)(12)(D): describe educational requirements and skills necessary for careers in marketing §130.347(c)(12)(E): apply strategies for obtaining a job in marketing §130.347(c)(12)(F): develop an effective résumé §130.347(c)(12)(G): demonstrate proper interview techniques **Entrepreneurship:**	• Demonstrates preparedness for the job search process, including résumé writing and interviews • Evaluates career fit based on personal skills, interests, and market demand • Applies presentation and communication skills in a career exploration setting • Builds confidence in workplace readiness through simulation of real-world hiring processes

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		§130.352(c)(10)(A): identify and explore career opportunities in entrepreneurship §130.352(c)(10)(D): examine the potential for entrepreneurship across various business functions	
Case Study: Creating the Customer Experience Students will evaluate the strengths and weaknesses of a fictional café and design a survey to gauge and improve customer experience.	**Students will:** ● Explain the relationship between the customer experience, surveys, and the building of successful businesses. ● Develop a customer survey as a method for collecting data about the customer experience.	**CTE – Marketing:** §130.347(c)(2)(A): describe the marketing mix and how it is used to address target markets §130.347(c)(3)(B): identify methods for segmenting markets §130.347(c)(4)(B): explain the importance of marketing research §130.347(c)(4)(C): identify types of marketing research §130.347(c)(4)(D): design and implement a marketing research project **Entrepreneurship:** §130.352(c)(8)(B): identify sources of primary and secondary data §130.352(c)(8)(C): analyze customer data to make business decisions	● Demonstrates ability to gather and interpret customer feedback to inform business practices ● Applies data collection tools (e.g., surveys) to evaluate user experience ● Uses analytical thinking to identify areas for improvement in customer-facing settings ● Understands the role of customer satisfaction in building long-term brand loyalty and success