

- PS 1 Students will define marketing and identify the seven core functions.
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  - Define the terms marketing and the marketing concept.
  - Understand that marketing includes the following seven core functions:
    - Channel Management
    - Marketing Information Management
    - Marketing Planning
    - Pricing
    - Product Service Management
    - Promotion ([Strand 1, Standard 1](#))
- PS 2 Students will understand the marketing mix or 4P's of marketing. ([Strand 1, Standard 2](#))
- PS 3 Students will understand the concept of market and market identification. ([Strand 2, Standard 2](#))
- PS 4 Students will understand the concept of market segmentation. ([Strand 2, Standard 3](#))
- PS 5 Students will understand and analyze marketing-research activities. Students will compare and contrast primary and secondary research. ([Strand 3, Standard 2](#))
- PS 4 Students will understand how businesses make pricing decisions. ([Strand 4, Standard 1](#))
- PS 5 Students will identify the components of the product life cycle (Introduction, Growth, Maturity, and Decline). ([Strand 5, Standard 2](#))
- PS 6 Students will explain the role of promotion as a marketing function. ([Strand 6, Standard 1](#))
- PS 7 Students will understand the role of channel members and methods of product transportation. ([Strand 7](#))