



A Correlation: Texas Standards and JA Marketing Principles® 1

| Session Descriptions | Student Objectives | Academic Standards | Work and Career Readiness Skills |
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| Theme 1: Marketing is Everywhere | | | |
| Project 1: Brand Affinity Students explore the purposes and features of marketing, product development, and customer service. | Students will: <ul style="list-style-type: none"> Research and choose a company and product for the project. Explain the relationship of brand loyalty and affinity. Give examples of brands, brand loyalty and affinity. Research and evaluate the qualities that create brand affinity. Create a mind map demonstrating an affinity for a brand. | CTE – Marketing: §130.347(c)(3)(A): explain the role of marketing in a competitive global economy §130.347(c)(4)(A): identify the marketing mix and the functions of marketing §130.347(c)(10)(A): explain the concept of branding §130.347(c)(10)(B): develop strategies to position a product or service Entrepreneurship: §130.352(c)(4)(B): describe how customer service affects the success of the business | <ul style="list-style-type: none"> Demonstrates consumer analysis and decision-making using real-world brands Applies creative thinking to evaluate emotional and psychological drivers of brand loyalty Organizes and presents marketing insights using a visual planning tool (mind map) Reflects on user experience and strategic branding in product-based business contexts |
| 1.1 What is Marketing? Students receive an introduction to the concept of marketing. They learn the seven marketing functions and how each supports and increases customer satisfaction and company profits. | Students will: <ul style="list-style-type: none"> Demonstrate an understanding of the concept of marketing. Explain how marketing can be used to build customer relationships. Identify the seven marketing functions. Illustrate how each of the seven marketing functions can support customer satisfaction while generating a profit for the company. | CTE – Marketing: §130.347(c)(1)(A): define marketing and explain its importance in a global economy §130.347(c)(4)(A): identify the marketing mix and the functions of marketing §130.347(c)(4)(C): explain how marketing functions are interrelated Entrepreneurship: §130.352(c)(4)(A): identify methods to meet the needs and wants of customers | <ul style="list-style-type: none"> Demonstrates understanding of core marketing concepts and their role in business success Applies systems thinking to analyze how marketing functions support each other Connects customer satisfaction with long-term profitability Communicates marketing ideas clearly through examples and functional analysis |

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| 1.2 Communication Channels Students explore the increasing number of marketing communication channels and develop targeted marketing messages designed for different channels. | Students will: <ul style="list-style-type: none"> Explore the different marketing communication channels. Evaluate the appropriateness of a specific channel for a specific market. Determine the best communication channel to transmit a specific message effectively. Define market segmentation and describe how it is used. Analyze how demographics can be used to identify target markets. Create an effective message utilizing one of the channels of communications. | CTE – Marketing: §130.347(c)(5)(A): identify communication channels used in sales and marketing §130.347(c)(5)(B): describe word-of-mouth strategies and how they affect marketing §130.347(c)(4)(E): explain the concept of market segmentation §130.347(c)(4)(F): identify target markets using demographic, geographic, psychographic, and behavioral segmentation Entrepreneurship: §130.352(c)(4)(D): describe strategies for identifying target markets and reaching them with marketing messages | <ul style="list-style-type: none"> Demonstrates audience awareness in crafting tailored messages for specific market segments Evaluates communication tools for effectiveness based on purpose and audience Applies digital and strategic literacy to select appropriate marketing channels Uses creative thinking to develop marketing messages aligned with real-world scenarios |
| 1.3 Marketing Benefits Students explore how marketing benefits motivates purchase decisions. | Students will: <ul style="list-style-type: none"> Compare and contrast the benefits of marketing to the company versus to the consumer. Investigate what motivates consumers to buy. Interpret Maslow's Hierarchy of Needs. Create a jingle for a product that identifies with one of Maslow's Hierarchy of Needs. | CTE – Marketing: §130.347(c)(1)(A): define marketing and explain its importance in a global economy §130.347(c)(4)(D): explain the concept of consumer motivation §130.347(c)(10)(C): describe promotional strategies that influence consumer behavior Entrepreneurship: §130.352(c)(4)(C): explain how customer feedback and buying behavior influence product development and marketing strategies | <ul style="list-style-type: none"> Analyzes psychological drivers of consumer behavior using Maslow's Hierarchy Differentiates marketing's impact on consumer satisfaction and business growth Applies creative thinking to design a targeted promotional tool (jingle) Demonstrates empathy and consumer awareness in aligning messaging with motivation |

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| <p>1.4 Ethics in Marketing</p> <p>Students explore the issues of ethics in marketing, including the differences between legal and ethical marketing and new types of marketing messages masquerading as content.</p> | <p>Students will:</p> <ul style="list-style-type: none"> ● Explain ethical behavior and its impact on marketing. ● Differentiate between legal versus ethical marketing practices. ● Recognize the role of the FTC in advertising practices. ● Demonstrate an understanding of claim validation. ● Differentiate sponsored content from other advertising. ● Write a sponsored story. ● Analyze ethical and unethical methods used by marketers to obtain and use customers' personal information. | <p>CTE – Marketing:</p> <p>§130.347(c)(8)(A): analyze the role of ethics in marketing</p> <p>§130.347(c)(8)(B): distinguish between ethical and unethical marketing practices</p> <p>§130.347(c)(8)(C): identify government agencies that regulate marketing practices (e.g., FTC)</p> <p>§130.347(c)(10)(D): explain types of promotional media, including native and digital advertising</p> <p>Entrepreneurship:</p> <p>§130.352(c)(10)(A): describe the importance of ethical behavior in business operations</p> | <ul style="list-style-type: none"> ● Demonstrates ethical reasoning and responsible digital communication ● Applies media literacy to distinguish advertising formats and intent ● Recognizes the importance of data privacy and transparency in marketing ● Communicates persuasively while maintaining credibility and consumer trust |

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| Theme 2: Understanding the Consumer | | | |
| Theme 2 Project: Brand Identity, Image and Positioning Students learn how a brand's visual identity and positioning activities combine to form an image of the brand for its target market. | Students will: <ul style="list-style-type: none"> Explain corporate branding and positioning. Interpret strategies a specific company uses to position corporate brand (brand history). Investigate the positioning strategies the company uses to ensure the image of its brand. Create a positioning statement for the company. Create a slogan for the company. | CTE – Marketing: §130.347(c)(10)(A): explain the concept of branding §130.347(c)(10)(B): develop strategies to position a product or service §130.347(c)(10)(C): describe promotional strategies that influence consumer behavior Entrepreneurship: §130.352(c)(4)(D): describe strategies for identifying target markets and reaching them with marketing messages §130.352(c)(5)(B): explain the impact of marketing decisions on branding and product positioning | <ul style="list-style-type: none"> Applies strategic thinking to align brand identity with market perception Demonstrates creativity and clarity in message development (slogan, positioning statement) Evaluates and interprets real-world branding strategies and their effectiveness Communicates a unified brand voice tailored to audience expectations and business goals |
| 2.1 Consumer Decision Making Students explore how consumers make buying decisions and how marketers tailor messages to take advantage of consumer behavior. | Students will: <ul style="list-style-type: none"> Describe how consumer differences shape wants and needs. Explain consumer-buying behavior. Evaluate the stages of the consumer-buying decision process. Compare actions of consumers at each stage in the decision process for a low- and a high-involvement product. Generate situations for a marketer and a consumer for each stage in the buying-decision process. | CTE – Marketing: §130.347(c)(6)(A): describe the stages of the consumer decision-making process §130.347(c)(6)(B): explain how consumer behavior impacts marketing decisions §130.347(c)(6)(C): analyze the influence of customer differences on buying decisions Entrepreneurship: §130.352(c)(4)(C): explain how customer feedback and buying behavior influence product development and marketing strategies | <ul style="list-style-type: none"> Demonstrates analytical thinking in mapping customer behavior across buying stages Applies real-world reasoning to compare decision-making for different types of purchases Builds empathy for consumers and strategic insight for marketers Communicates understanding of customer psychology through role-based applications |

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| 2.2 Market Segmentation Students explore the area of market segmentation, including how marketers target specific groups of customers. | Students will: <ul style="list-style-type: none"> Define market segmentation and describe how it is used. Describe market segments targeted by companies. Identify tools of market segmentation Explain ways that segmentation can be used to identify target markets. Analyze the variables used to identify target markets | CTE – Marketing: §130.347(c)(4)(E): explain the concept of market segmentation §130.347(c)(4)(F): identify target markets using demographic, geographic, psychographic, and behavioral segmentation §130.347(c)(6)(B): explain how consumer behavior impacts marketing decisions Entrepreneurship: §130.352(c)(4)(D): describe strategies for identifying target markets and reaching them with marketing messages | <ul style="list-style-type: none"> Demonstrates data literacy by analyzing segmentation variables and tools Applies critical thinking to identify effective ways to reach diverse customer groups Connects market segmentation to strategic business decision-making Communicates marketing insights clearly through targeted analysis and examples |
| 2.3 Influencing Consumer Behavior Students explore the impact of consumer behavior on the marketing process, including how consumer purchasing decisions are influenced by cultural, social, psychological, and personal differences. | Students will: <ul style="list-style-type: none"> Describe the four main factors that influence consumer buying behavior, their significance, and how they affect promotional activity. Describe the characteristics of changing domestic and global populations using market segmentation tools. Develop a message (including a slogan) that generates a consumer need or desire to purchase a product/service. | CTE – Marketing: §130.347(c)(6)(B): explain how consumer behavior impacts marketing decisions §130.347(c)(6)(C): analyze the influence of customer differences on buying decisions §130.347(c)(4)(F): identify target markets using demographic, geographic, psychographic, and behavioral segmentation §130.347(c)(10)(C): describe promotional strategies that influence consumer behavior Entrepreneurship: §130.352(c)(4)(C): explain how customer feedback and buying behavior influence product development and marketing strategies §130.352(c)(5)(B): explain the | <ul style="list-style-type: none"> Demonstrates cultural competence and customer awareness in message creation Applies segmentation and consumer psychology to promotional strategy Develops marketing messages that align with motivational drivers Communicates targeted advertising concepts using real-world demographic and behavioral analysis |

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| | | impact of marketing decisions on branding and product positioning | |
| 2.4 Measuring and Adapting to Marketing Results Students explore the ways marketers develop and test their strategies and adapt them based on marketing results. | Students will: <ul style="list-style-type: none"> Discuss the reasons for conducting marketing research. Differentiate between primary and secondary sources of data and explain their use. Explain how marketers gather and use personal data. | CTE – Marketing: §130.347(c)(7)(A): explain the importance of marketing research §130.347(c)(7)(B): differentiate between primary and secondary data §130.347(c)(7)(C): describe how marketers use customer data to identify new opportunities Entrepreneurship: §130.352(c)(5)(A): describe methods used to collect market data and evaluate marketing effectiveness | <ul style="list-style-type: none"> Demonstrates data literacy by interpreting and applying research findings Evaluates the effectiveness of marketing strategies through evidence-based thinking Applies ethical reasoning when analyzing the use of personal data in marketing Uses problem-solving to adjust strategies based on measurable results |
| Theme 3: Banking Services | | | |
| Theme 3 Project: Target Market Analysis Students learn the importance of accurately targeting a market for their product or service and methodology for identifying and reaching their target markets. | Students will: <ul style="list-style-type: none"> Identify a target market for the brand. Examine the five methods used to segment a market. Research the buying behavior of the targeted segment for the specific company's brand. Conduct a survey of target market members. Create a profile of the target market that includes the five market segmentation methods. Create a persona for the target market. | CTE – Marketing: §130.347(c)(4)(E): explain the concept of market segmentation §130.347(c)(4)(F): identify target markets using demographic, geographic, psychographic, and behavioral segmentation §130.347(c)(7)(A): explain the importance of marketing research §130.347(c)(7)(C): describe how marketers use customer data to identify new opportunities Entrepreneurship: §130.352(c)(4)(D): describe | <ul style="list-style-type: none"> Demonstrates customer empathy and insight through persona development Applies research and analytical skills to build a data-informed market profile Uses strategic thinking to segment, target, and communicate with a defined audience Collaborates and communicates findings clearly through audience-centered deliverables |

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| | | <p>strategies for identifying target markets and reaching them with marketing messages</p> <p>§130.352(c)(5)(A): describe methods used to collect market data and evaluate marketing effectiveness</p> | |
| <p>3.1 The Marketing Mix: Product</p> <p>Students learn about the mix of activities that make up marketing: Product, Place, Price, and Promotion. They focus on product and learn how marketing comes into play during the product development cycle</p> | <p>Students will:</p> <ul style="list-style-type: none"> Describe the marketing mix of Product, Place, Price, and Promotion. Classify products into consumer categories. Identify and develop a new product with a unique value proposition. Analyze the target market's wants and needs of the product and recognize how this drives product development. Justify expectations for the new product's life cycle. | <p>CTE – Marketing:</p> <p>§130.347(c)(4)(A): identify the marketing mix and the functions of marketing</p> <p>§130.347(c)(9)(A): explain the stages of the product life cycle</p> <p>§130.347(c)(9)(C): identify product development strategies</p> <p>§130.347(c)(6)(B): explain how consumer behavior impacts marketing decisions</p> <p>Entrepreneurship:</p> <p>§130.352(c)(4)(C): explain how customer feedback and buying behavior influence product development and marketing strategies</p> <p>§130.352(c)(5)(B): explain the impact of marketing decisions on branding and product positioning</p> | <ul style="list-style-type: none"> Demonstrates understanding of customer needs and innovation through product development Applies critical thinking to align product features with market demand Justifies marketing decisions using product lifecycle and target audience analysis Uses problem-solving and creativity to develop value propositions and market solutions |

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| 3.2 The Marketing Mix: Place Students learn about distribution channels and the path a product takes from manufacturer to customer, including third-party intermediaries such as wholesalers, retailers, distributors, and e-commerce. | Students will: <ul style="list-style-type: none"> Describe different locations for purchasing products. Differentiate among distribution channels such as retail, wholesale, warehouses, online, e-commerce, etc. Research the channels of distribution used to get product from manufacturer to consumer. Design a distribution channel to move the new product from manufacturer to final user. Develop ideas on accessing the right distribution channels. | CTE – Marketing: §130.347(c)(9)(B): identify channels of distribution and intermediaries §130.347(c)(9)(D): explain the relationship between customer service and channel management §130.347(c)(4)(A): identify the marketing mix and the functions of marketing Entrepreneurship: §130.352(c)(5)(C): describe how distribution strategies impact the success of products and services | <ul style="list-style-type: none"> Applies systems thinking to design efficient distribution strategies Demonstrates understanding of logistics, supply chains, and e-commerce models Uses research to identify appropriate intermediaries for different types of products Communicates solutions that align distribution choices with business goals and consumer needs |
| 3.3 The Marketing Mix: Price Students learn about pricing strategy and how to price products to match the amount customers are willing to pay. They learn the role of market research and the company's strategy and objectives on setting the right price. | Students will: <ul style="list-style-type: none"> Explain the difference between cost and price. Research factors that contribute to the price of a product. Formulate pricing strategies for a new product. Generate questions and answers, and develop ideas on the best pricing for company and consumer. | CTE – Marketing: §130.347(c)(9)(E): explain the factors that influence pricing decisions §130.347(c)(9)(F): compare and contrast pricing strategies §130.347(c)(4)(A): identify the marketing mix and the functions of marketing §130.347(c)(7)(A): explain the importance of marketing research Entrepreneurship: §130.352(c)(5)(D): explain the role of pricing strategies in business planning and profitability | <ul style="list-style-type: none"> Demonstrates financial literacy and economic reasoning in pricing decisions Applies critical thinking to balance business goals with consumer expectations Uses data and research to justify strategic pricing approaches Communicates business decisions through reflective questioning and evaluation |

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| 3.4 The Marketing Mix: Promotion Students learn about the role of promotion as part of the marketing mix, to attract customers' attention and motivate them to purchase.. | Students will: <ul style="list-style-type: none"> Learn why companies engage in promotional activities. Identify various persuasive techniques (bandwagon, emotional appeal, etc.). Research ways promotion affects consumer purchases. Develop ideas about the best combination of promotional strategies for specific target markets, including social media, in-store, and coupons | CTE – Marketing: §130.347(c)(9)(G): identify types of promotion and their purposes §130.347(c)(9)(H): analyze the elements of the promotional mix §130.347(c)(4)(A): identify the marketing mix and the functions of marketing §130.347(c)(10)(A): describe word-of-mouth and viral marketing strategies Entrepreneurship: §130.352(c)(5)(E): analyze how promotional strategies influence consumer behavior and business success | <ul style="list-style-type: none"> Demonstrates communication skills through persuasive messaging and strategy development Applies creativity and digital literacy to design relevant promotional content Analyzes marketing tactics for impact on consumer behavior Strategically selects tools to increase product visibility and sales in competitive markets |
| Theme 4: Marketing in the World | | | |
| Theme 4 Project: Brand Awareness and Affinity Study Students learn the differences between brand awareness and brand affinity and how marketers build both through customer engagement. | Students will: <ul style="list-style-type: none"> Analyze marketing strategies used by companies to reach their primary target market. Evaluate a brand's social media presence to determine whether or not the company is building affinity with users and how this might affect the brand's evolution. Develop a customer affinity strategy using social media to engage with customers and potential customers. | CTE – Marketing: §130.347(c)(10)(A): describe word-of-mouth and viral marketing strategies §130.347(c)(10)(B): analyze the use of social media in marketing §130.347(c)(6)(C): explain how marketing strategies are used to reach customer goals Entrepreneurship: §130.352(c)(5)(F): evaluate the use of social media to build customer relationships and promote products or services | <ul style="list-style-type: none"> Analyzes digital engagement metrics to evaluate branding effectiveness Demonstrates innovation and adaptability in developing marketing strategies Applies interpersonal and technological skills to foster brand loyalty Uses data to refine approaches for reaching and retaining target audiences |

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| <p>4.1 Examining Your Current Market</p> <p>Students learn about the role of cultural differences in marketing and the importance of cultural etiquette and communication..</p> | <p>Students will</p> <ul style="list-style-type: none"> Learn the meaning of culture. Describe the components of culture. Analyze ways in which sociocultural factors affect domestic and international marketing. Analyze the influence of technology in reaching a global market with your message. Explore the experiences of a sociocultural group and develop methods of marketing products and services to that group. | <p>CTE – Marketing:</p> <p>§130.347(c)(12)(A): describe how cultural differences, export/import opportunities, and current trends in the global marketplace can affect the marketing of products and services</p> <p>§130.347(c)(12)(B): explain the impact of cultural diversity on marketing decisions</p> <p>§130.347(c)(12)(C): analyze the influence of global trade on marketing practices</p> <p>Entrepreneurship:</p> <p>§130.352(c)(3)(C): describe how cultural and social factors affect marketing and product planning</p> | <ul style="list-style-type: none"> Demonstrates cultural competence in adapting marketing strategies Applies global awareness to reach diverse audiences Analyzes sociocultural trends to inform product messaging and promotion Communicates effectively across cultures and platforms |
| <p>4.2 Global Marketing</p> <p>Students learn about the ways companies adjust their marketing strategies to comply with regulations and market conditions in other countries. Making global sales has become easier due to the Internet and means of transporting goods across borders.</p> | <p>Students will:</p> <ul style="list-style-type: none"> Define global marketing. Learn about global marketing strategies and the tools for creating them. Assess the role of technology in enabling companies to compete effectively. Examine companies with global marketing strategies and explain their benefits. Research components of a global marketing strategy. Identify a company that could benefit from global marketing and create a global marketing strategy for it | <p>CTE – Marketing:</p> <p>§130.347(c)(12)(A): describe how cultural differences, export/import opportunities, and current trends in the global marketplace can affect the marketing of products and services</p> <p>§130.347(c)(12)(C): analyze the influence of global trade on marketing practices</p> <p>§130.347(c)(6)(A): explain the concept of marketing strategies</p> <p>§130.347(c)(6)(C): explain how marketing strategies are used to reach customer goals</p> <p>Entrepreneurship:</p> <p>§130.352(c)(10)(C): describe the impact of international trade on entrepreneurship</p> | <ul style="list-style-type: none"> Demonstrates global awareness in business decision-making Applies digital tools to support international marketing strategies Analyzes international regulations and trends for market entry Evaluates real-world examples to inform strategic planning for global outreach |

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| 4.3 Global Stakeholders <p>Students learn how stakeholders affect and are affected by a company's objectives..</p> | Students will: <ul style="list-style-type: none"> Describe a stakeholder. Identify who the stakeholders are for a specific business. Compare and contrast types of stakeholders and their impact on business decisions. Determine the benefits of stakeholders. Develop a stakeholder engagement plan | CTE – Marketing: <p>§130.347(c)(1)(B): demonstrate the importance of marketing to the global economy</p> <p>§130.347(c)(3)(B): identify the impact of external factors such as competition, government regulations, and economic climate on business decisions</p> <p>§130.347(c)(4)(B): identify ethical considerations in business relationships and strategies, including those with stakeholders</p> Entrepreneurship: <p>§130.352(c)(3)(B): describe how stakeholder relationships affect business decisions</p> | <ul style="list-style-type: none"> Understands the roles and perspectives of diverse stakeholders in decision-making Demonstrates teamwork and leadership in resolving competing stakeholder interests Applies critical thinking to align business objectives with stakeholder expectations Develops communication strategies for engaging various internal and external partners |
| 4.4 Competitive Analysis <p>Students learn how companies analyze the differences and advantages of their market performance compared to their competitors and conduct competitive analysis themselves.</p> | Students will: <ul style="list-style-type: none"> Describe an example of competition. Compare and contrast marketing strategies of competitors in a single industry. Identify the role of the market leader, challenger, follower, and niche in an industry. Assess how a company's competition in an industry impacts its marketing strategy. | CTE – Marketing: <p>§130.347(c)(3)(A): explain how external factors affect marketing</p> <p>§130.347(c)(8)(C): describe the nature of competitive analysis</p> <p>§130.347(c)(5)(A): identify types of market segmentation and how marketers use them for targeting</p> Entrepreneurship: <p>§130.352(c)(4)(C): analyze the competitive environment of a proposed business</p> <p>§130.352(c)(6)(B): research potential competitors and develop strategies to gain competitive advantage</p> | <ul style="list-style-type: none"> Analyzes market data to identify competitors and assess market position Uses problem-solving skills to develop marketing strategies responsive to competition Demonstrates initiative in identifying opportunities to differentiate a product or service Understands how competition influences business decision-making and innovation |

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| <p>Case Study: Building a Brand</p> <p>Students will discover the commonalities between personal identity and brand identity. They will learn and apply the steps for building a brand for a new company.</p> | <p>Students will:</p> <ul style="list-style-type: none"> • Increase brand visibility for a specific company • Create strategic messaging for a specific company • Create an identity package, including a new logo, to showcase the depth of knowledge, strong values and longevity, and industry experience represented in a specific company | <p>CTE – Marketing: §130.347(c)(7)(A): explain the role of promotion as a marketing function §130.347(c)(7)(C): describe the use of business ethics in promotion §130.347(c)(8)(A): explain the concept of branding §130.347(c)(8)(B): develop strategies to position products/services §130.347(c)(8)(D): create promotional materials that build brand identity</p> <p>Entrepreneurship: §130.352(c)(7)(A): explain the role of marketing in an entrepreneurial venture §130.352(c)(7)(C): develop a marketing plan that includes branding and promotional strategies</p> | <ul style="list-style-type: none"> • Demonstrates creativity and innovation in designing brand elements • Communicates effectively through written, visual, and digital mediums • Applies strategic thinking to build cohesive brand messaging • Exhibits professionalism and understanding of business identity and values |