

Dette er en oversettelse av den fastsatte læreplanteksten. Læreplanen er fastsatt på Bokmål

Laid down as a regulation by the Norwegian Directorate for Education and Training on 27 February 2006, as delegated in a letter of 26 September 2005 from the Ministry of Education and Research pursuant to the Act of 17 July 1998 no. 61 relating to primary and secondary education (Education Act) Section 3-4 first paragraph.

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Utdrag

## Purpose

A consumer has many options and choices in a society characterized by strong competition and extensive supplies of goods and services. Expertise on how the market functions on national and international levels and how psychological, social and cultural factors influence consumer behaviour is therefore important. It is also important to be able to assess marketing from an ethical perspective. The subject Marketing and management aims at giving the pupil an increased understanding as to how markets, organizations and management interact.

Marketing and management shall give pupils insight into how organizations work to promote products and influence consumption. The subject shall also promote a better understanding of the roles organizations play in society. Marketing and management shall help pupils gain more knowledge about how an organization functions internally and externally, and shall illustrate the social responsibilities an organization should adhere to.

The subject shall give pupils knowledge about, as well as a practical introduction into, key theories of marketing, marketing strategies and issues related to personnel management. Marketing and management shall help promote an understanding of how theories can be applied to preparing specific marketing strategies and in implementing necessary measures within an organization. Furthermore, the subject shall give an insight into what human resources mean within an organization, and how management develops and establishes frameworks for such resources.

With a point of departure in realistic, practical problems, teaching in the subject shall help pupils develop the ability to use critical thinking, and encourage them to be creative, reflected, solution-oriented and cooperative. Teaching in the subject shall stimulate the desire to learn through close contact with the world of business and industry and motivate for further studies, entrepreneurship, work and life-long learning.

## Structure

Marketing and management comprises two programme subjects: Marketing and management 1 and Marketing and management 2. Marketing and management 2 builds on Marketing and management 1.

These programme subjects have been structured into main subject areas, for which competence aims have been formulated. The main subject areas complement each other, and should be viewed in relation to one another.

### Overview of the main subject areas:

Programme subject	Main subject areas				
Marketing and management 1	The market and target groups	Psychology and buying behaviour	Situation analysis and market information	Means of competition	Organization and management
Marketing and management 2	Situation analysis and market information	Means of competition	Human Resources development and management	Market strategy and market planning	Ethics and social responsibilities

## Main subject areas

### Marketing and management 1

### **The market and target groups**

The main subject area Market and target groups is concerned with the characteristics of the consumer market, professional and international markets, and how these can be divided into target groups.

### **Psychology and buying behaviour**

The main subject area Psychology and buying behaviour covers how psychological, social and cultural factors influence buying behaviour in the consumer market, and how cultural conditions influence buying behaviour in professional and international markets.

### **Situation analysis and market information**

The main subject area Situation analysis and market information is concerned with mapping out and analyzing the organizations' internal and external working conditions. It also covers how different methods are used for gathering information.

### **Means of competition**

The main subject area Means of competition is concerned with the use of competitive means, product, price, distribution and market communication within the consumer market. Important aspects of this main subject area are found in the product concept, methods for establishing prices, different forms of communication and how a product can be made accessible or available to the market.

### **Organization and management**

The main subject area Organization and management is concerned with how organizations are built up. This main subject area also covers analysis of corporate culture and measures that a manager can initiate to develop an organization's corporate culture.

## **Marketing and management 2**

### **Situation analysis and market information**

The main subject area Situation analysis and market information is concerned with the use of Situation and Competition Analyses as grounds for decision-making for goal-setting and strategies. Central to this main subject area is designing and use of market surveys.

### **Means of competition**

The main subject area Means of competition is concerned with how product, price, distribution and market communication can be used as an aid to improving competition factors in the consumer market. Central aspects of this main subject area are brand name creation, establishing prices, distribution strategies and communications strategies.

### **Human Resources development and management**

The main subject area Human Resources development and management is concerned with the meaning of human resources in an organization. This main subject area also discusses personnel issues and managerial work within an organization.

### **Market strategy and market planning**

The main subject area Market strategy and market planning is concerned with strategic thinking and planning directed toward the consumer market.

### **Ethics and social responsibilities**

The main subject area Ethics and social responsibilities is concerned with the social responsibility of organizations, from an ethical and business perspective. The relationship between social responsibility and an organization's reputation is also an important theme in this main subject area.

## Teaching hours

Teaching hours are given in 60-minute units:

Marketing and management 1: 140 teaching hours per year

Marketing and management 2: 140 teaching hours per year

## Basic skills

Basic skills are integrated into the competence aims for this course in areas where they contribute to the development of and are a part of the basic subject competence. In the Marketing and management programme subject, basic skills are understood as follows:

*Being able to express oneself orally* in Marketing and management involves being able to present and substantiate professional themes and one's own work to small groups and large assemblies. This means being able to reflect on, discuss and argue in relation to relevant themes and problems in the subject area, and to be able to communicate with external collaborators.

*Being able to express oneself in writing* in Marketing and management involves describing, explaining and reflecting on subject area themes. It involves being able to discuss, elaborate and substantiate choices, solutions and suggestions. It also involves formulating written summaries and reports associated with subject-specific themes and tasks.

*Being able to read* in Marketing and management involves exploring, interpreting and applying sources that is concerned with themes in these subject areas, and gaining insight into problems on the basis of situation descriptions. It also means staying updated on professional developments by means of newspapers, the Internet, professional journals and other relevant sources.

*Numeracy* in Marketing and management involves preparing statistics and diagrams to show results from surveys and studies in the subject. It also means carrying out simple economic calculations associated with the use of different tools and aids in marketing and managerial work. Interpreting, comparing and applying data and statistics are relevant to working with professional subjects.

*Being able to use digital tools* in Marketing and management involves being able to use word processing programs, spreadsheet, statistics and presentation tools to show results from market surveys, studies and work. Using digital tools means gathering relevant information from websites, being critical to source information, sorting and analyzing data. It also involves preparing marketing data and documents with the help of digital tools.

## Competence aims

### The market and target groups

*The aims of the studies are to enable pupils to*

- explain the meaning of the term marketing, and give a summary of its historical development from production-oriented organizations to consumer- and market-oriented ones
- give an account of what characterizes a consumer market compared with professional and international markets
- give an account of what is required with respect to segments, segmentation criteria and segmentation strategies in different markets
- segment and suggest potential target groups for a given organization

## Psychology and buying behaviour

*The aims of the studies are to enable pupils to*

- reflect on the consumer as an individual – with needs, personality, attitudes and motivations
- evaluate the consequences that social and cultural belonging have for buying behaviour
- give an account of the role of purchaser and the purchasing process in the consumer and professional markets
- give an account of diffusion and adoption of innovations

## Situation analysis and market information

*The aims of the studies are to enable pupils to*

- give an overview of internal and external working conditions, and give an account of the meaning of these in an organization
- carry out a Situation Analysis
- give an account of the most important components in a modern marketing information system
- give an account of the various forms of qualitative and quantitative market research and surveys

## Means of competition

*The aims of the studies are to enable pupils to*

- give an account of the concept of product, product development and product life cycle
- elaborate on and discuss the meaning of service as a part of product supply
- present different methods for establishing prices, and explain the advantages and disadvantages of prices as competitive means
- evaluate how price can be established in different phases of a product life cycle, and differentiated in relation to different segments
- give an account of the various forms of distribution, and the different operator functions along the distribution channel
- explain the different forms of cooperation found among chain stores
- present a model for communication, and give an account of what is meant by market communication
- give an account of the various forms of mass communication
- evaluate market communication, with a point of departure in the central provisions of the Marketing Practices Act, the Trademarks Act and the Copyright Act
- produce simple advertising material by means of digital tools
- give an account of the sales process, and discuss factors that influence this
- carry out sales conversations and simple negotiations

## Organization and management

*The aims of the studies are to enable pupils to*

- describe the different ways in which an organization can be built up
- carry out a simple analysis of an organization's corporate culture

- elaborate on and discuss potential measures that management can initiate to develop organizational culture

## Situation analysis and market information

*The aims of the studies are to enable pupils to*

- carry out a Competition Analysis
- evaluate an organization's future progress with a point of departure in a Situation Analysis and Competition Analysis
- carry out a marketing survey, and present the results in written, oral and digital form
- prepare, analyze and interpret gathered data with the help of digital tools
- evaluate possible sources of errors and ethical problems when undertaking market surveys

## Means of competition

*The aims of the studies are to enable pupils to*

- elaborate on and discuss the function of brand name creation and its role in decision-making progress for producing a product
- give an account of the meaning of the concepts brand elements and brand value, and analyze the significance of the brand name for market positioning
- give an account of psychological pricing, price sensitivity and price elasticity
- calculate prices with the help of value-based and cost-based pricing strategies
- elaborate on and discuss the different forms of vertical and horizontal integration
- elaborate on and discuss power and independence in a distribution system
- give an account of electronic purchasing as a part of a distribution system
- evaluate and suggest relevant distribution strategies for an organization
- elaborate on and discuss the advantages and disadvantages of the various forms of media, and substantiate their choice of media mix
- suggest a realistic communication strategy, with a point of departure in the distinctive features of a market, organization and product
- evaluate how product, price, distribution and market communication can be used as an aid to improving competition factors

## Human Resources development and management

*The aims of the studies are to enable pupils to*

- give an account of the role and significance of personnel and management within an organization
- discuss the possible consequences of personnel conflicts, and how such conflicts can be handled
- elaborate on and discuss how job performance reviews can be used as tools in working with personnel
- evaluate how an organization can work strategically with planned recruiting, motivation, skills development and evaluations
- evaluate measures to motivate and develop personnel as part of internal organizational marketing

## Market strategy and market planning

*The aims of the studies are to enable pupils to*

- formulate a vision, a business idea and an overall objective for an organization
- formulate marketing goals by means of a goals hierarchy
- use an expansion matrix as a link in designing an organizational strategy

- prepare a simple market strategy directed at the consumer market, with a point of departure in means of competition
- present an activity plan and a simple budget in order to carry out the activities of the market plan
- explain how organizations can control and evaluate their marketing activities

## Ethics and social responsibilities

*The aims of the studies are to enable pupils to*

- give an account of what is meant by economic sustainability in business operations
- elaborate on and discuss organizational social responsibility based on ethical & business perspectives
- evaluate the relationship between an organization's social responsibility and its reputation
- formulate goals for organizational social responsibility and prepare a company's ethical guidelines

## Assessment

Provisions for final assessment:

### Overall achievement grades

Programme subject	Provision
Marketing and management 1	The pupils shall have an overall achievement mark.
Marketing and management 2	The pupils shall have an overall achievement mark.

### Examination for pupils

Programme subject	Provision
Marketing and management 1	The pupils may be selected for an oral exam.
	The oral exam is prepared and marked locally.
Marketing and management 2	The pupils may be selected for written or oral exams.
	The written exam is prepared and marked centrally. The oral exam is prepared and marked locally.

### Examination for external candidates

Programme subject	Provision
Marketing and management 1	The external candidates shall sit for an oral exam.
	The oral exam is prepared and marked locally.
Marketing and management 2	The external candidates shall sit for a written exam.
	The written exam is prepared and marked centrally.

The provisions for assessment are stipulated in the regulations of the Norwegian Education Act.