

MARKETING

Description

To succeed as a business professional, students need a range of specific skills and training. This course covers the latest marketing trends and ethical practices. Students will create projects such as the development of their own product, development of an advertising campaign and running their own store. The importance of public relations, the psychology of selling, advertising and retail merchandising are covered. This course is beneficial if students are planning to pursue a career in business.

Course Overview

Course Goals

Students should:

Essential Questions

- How do students prepare for the dynamic workplace?
- How do students utilize computer technology?
- What is marketing and how does it relate to the business world?
- How do students make appropriate business decisions in the global marketplace?
- What is the importance of promotional strategies when selling goods and services or developing a business image?
- How can you prepare for a sale by using the functions of marketing?
- How does product and service management involve all the decisions a business makes in the production the sales of its products?

Assessments

Common Assessments

Skill Assessments

Content Outline

- I. [Unit 1](#) - Introduction
- II. [Unit 2](#) - Advertising
- III. [Unit 3](#) - Selling
- IV. [Unit 4](#) - Product & Service Management - Branding

Standards

[National Business Education Association Standards](#)

National Business Education Association Standards are met in the following areas:

MARKETING

- *Foundations of Marketing*

Grade Level Skills

Students will:

- Skills Matrix

	<ul style="list-style-type: none"> • <i>Consumers and Their Behavior</i> • <i>The Marketing Mix</i> • <i>External Factors</i> 	
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Pacing Guide									
1st Marking Period		2nd Marking Period			3rd Marking Period			4th Marking Period	
September	October	November	December	January	February	March	April	May	June
Unit 1		Unit 2			Unit 3			Unit 4	
<u>Introduction</u>		<u>Advertising</u>			<u>Selling</u>			<u>Product & Service Management - Branding</u>	
5 weeks		14 weeks			9 weeks			9 weeks	

Unit 1 - Introduction, 5 weeks [top](#)

Standards

MARKETING

Foundations of Marketing

Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

Level 3 Performance Expectations

- describe the wide scope of marketing— business-to-consumer, business-to-business, industrial, nonprofit, personal, government, and electronic
- describe the importance of marketing in a global economy

Consumers and Their Behavior

Analyze the characteristics, motivations, and behaviors of consumers.

A. CHARACTERISTICS OF CONSUMER BEHAVIOR

Level 3 Performance Expectations

- describe the impact of consumer differences (e.g., life stages and socioeconomic characteristics) on buying decisions
- describe characteristics of the changing domestic and global population (e.g., demographics, psychographics, geographics, and sociographics)

B. Segmentation and Target Markets

Level 3 Performance Expectations

- identify the tools of market segmentation (e.g., demographics, psychographics, and geographics)
- explain ways that segmentation can be used to identify target markets

The Marketing Mix

Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. PRODUCTS AND SERVICES

1. Classification

Level 3 Performance Expectation

- classify products in consumer categories (e.g., convenience, shopping, and specialty goods) or industrial categories (e.g., raw materials, component parts, and installations)

2. New Product Development and Ideas

Level 3 Performance Expectations

- describe the process for new product and service development (e.g., conception, development, and test marketing)

Unit Objectives

Students will be able to:

- describe marketing functions.

Essential Questions

- How do students prepare for the dynamic workplace?

Assessments

- This looks like a job for.....
- Create your own Sports drink

<ul style="list-style-type: none"> • explain Marketing and its importance in a global economy. • determine forms of economic utility created by marketing activities. • explain employment opportunities in marketing. • identify skills needed to enhance career progression. • explain marketing and its importance in a global economy. • address the needs of individual personalities. • explain the role of business in society. • analyze product information to identify product features and benefits. 	<ul style="list-style-type: none"> • How do students utilize computer technology? • What is marketing and how does it relate to the business world? • What principles and concepts are fundamental to marketing? <p><u>Focus Questions</u></p> <ul style="list-style-type: none"> • What are the benefits of marketing? • What are careers in the marketing field? • What is the foundation for marketing and marketing principles? • What is the marketing concept and how does it relate to marketing? 	<p><u>Skill Objectives</u></p> <p>Students will:</p> <ul style="list-style-type: none"> • access and research information using the Internet. • create a PowerPoint Presentation. • display creative thinking, problem solving, and decision making. • acquire and evaluate data, organize and maintain files. • use computers to process information.
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Unit 2 – Advertising, 14 weeks [top](#)

Standards

MARKETING

External Factors

Analyze the influence of external factors on marketing.

B. ETHICAL ISSUES

Level 3 Performance Expectations

- differentiate between ethical and unethical marketing practices

D. COMPETITIVE ENVIRONMENT

Level 3 Performance Expectations

- describe ways competition affects marketing decisions
- identify how technology affects competition and marketing decisions

G. TECHNOLOGY

Level 3 Performance Expectations

- determine new ways of marketing products using emerging and evolving technologies

The Marketing Mix

Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. PRODUCTS AND SERVICES

2. New Product Development and Ideas

Level 3 Performance Expectations

- identify ethical issues associated with product development
- examine global opportunities for new products

D. PROMOTION

1. Advertising

Level 3 Performance Expectations

- evaluate factors used to determine media selection
- identify methods for evaluating the effectiveness of various forms of advertising (e.g., print, broadcast, and electronic)
- evaluate media pricing in relation to reach and frequency
- identify ethical issues (e.g., false and misleading advertising, copyright infringement, and age group discrimination)
- recognize the impact of different cultural standards on advertising
- recognize marketing opportunities created by new communication technologies

3. Public Relations and Publicity

Level 3 Performance Expectations

- identify various forms of public relations activities

- differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable)

<p><u>Unit Objectives</u> Students will be able to:</p> <ul style="list-style-type: none"> • explain the promotional mix concept and its role in marketing. • discuss trade and consumer sale promotions. • explain the nature and scope of public relations. • discuss the element of visual merchandising and the artistic aspects of creating a display. • explain the purpose and importance of advertising. • identify the different types of advertising media. • calculate media costs. • prepare print advertisements. 	<p><u>Essential Questions</u></p> <ul style="list-style-type: none"> • How do students make appropriate business decisions in the global marketplace? • How do students prepare for the dynamic workplace? • How do students utilize computer technology? • What is the importance of promotional strategies when selling goods and services or developing a business image? <p><u>Focus Questions</u></p> <ul style="list-style-type: none"> • How will promotion strategies be coordinated using a promotional mix? • What are virtual merchandising and display concepts and why are they important to a promotional strategy? • What are the different types of media and how are their costs calculated? • How are advertising campaigns developed? 	<p><u>Assessments</u></p> <ul style="list-style-type: none"> • Make me up before you GO GO! • Make your Own Store. • Create your Own Billboard • Create Your Own Print Ad • Create Your Own Newspaper Ad • Create Your Own TV Commercial • Create Your Own Radio Commercial • Create Your Own Web Page • Plan a Super Bowl Promotion <hr/> <p><u>Skill Objectives</u> Students will:</p> <ul style="list-style-type: none"> • access and research information using the Internet. • create a PowerPoint Presentation. • create a graph using computer software. • display creative thinking, problem solving, and decision making. • acquire and evaluate data, organize and maintain files. • use computers to process information.
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Unit 3 - Selling, 9 weeks [top](#)

Standards

MARKETING

The Marketing Mix

Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

B. PLACE

Level 3 Performance Expectations

- describe evolving technologies (e.g., the Internet) as a channel of distribution

C. PRICE

Level 3 performance Expectations

- identify pricing strategies (e.g., line, loss leader, psychological, penetration, and skimming) and situations in which each is applicable
- calculate a product’s price using different pricing methods
- describe the impact of global influences (e.g., currency exchange rates, tariffs, and distribution Costs) on pricing
- explain ways that government regulations! laws affect pricing practices (e.g., price discrimination and collusion)
- explain the impact of evolving technologies on the changing roles of buyers and sellers in determining price

D. PROMOTION

2. Sales Promotion

Level 3 performance Expectations

- describe the purposes of various types of sales promotion (e.g., encouraging repeat purchases and building traffic)
- evaluate alternative forms of sales promotion
- identify legal issues related to various forms of sales promotion (e.g., sweepstakes, contests, and giveaways)
- identify new technologies as effective forms of sales promotion

Unit Objectives

Students will be able to:

- use the seven steps of the sales process on the job.
- explain the process and techniques of both retail and business –to- business selling.
- identify ways to prepare for selling.
- demonstrate appropriate techniques to initiate a sale and determine customer needs.
- demonstrate proper product presentation techniques.

Essential Questions

- How do students make appropriate business decisions in the global marketplace?
- How do students prepare for the dynamic workplace?
- How do students utilize computer technology?
- How can you prepare for a sale by using the functions of marketing?

Focus Questions

- What is the marketing concept of feature benefit selling?

Assessments

- Preparing for the Sale
- Determining the needs of customers
- Sponsor a NASCAR Driver

Skill Objectives

Students will:

- access and research information using the internet.
- create a PowerPoint presentation.
- create a graph using computer software.

<ul style="list-style-type: none"> • handle customer objections during the selling process. • demonstrate effective suggestion selling and sale closing techniques. • perform the cashier and math procedures of retail and business-to-business sales transactions. • evaluate sales as a profession for career-planning purposes. 	<ul style="list-style-type: none"> • What is the importance of product and customer? • What are the steps to selling? • How do you present the product and handle customer objections? 	<ul style="list-style-type: none"> • display creative thinking, problem solving, and decision making. • acquire and evaluate data, organize and maintain files. • use computers to process information.
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Unit 4 - Product & Service Management - Branding, 9 weeks [top](#)

Standards

MARKETING

External Factors

Analyze the influence of external factors on marketing.

A. GOVERNMENT AND LEGAL REGULATIONS

Level 3 Performance Expectations

- identify specific regulations/laws and their impact on marketing
- describe the impact of specific marketing regulations/laws on both domestic and international business

B. ETHICAL ISSUES

Level 3 Performance Expectations

- explain how unethical behavior can lead to government regulations

The Marketing Mix

Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. PRODUCTS AND SERVICES

3. Packaging

Level 3 Performance Expectations

- explain ethical and socially responsible considerations of packaging
- identify packaging options for different market segments

4. Branding

Level 3 Performance Expectations

- identify qualities of an effective brand
- explain the impact of brands on consumer behavior
- examine reasons for consumers to have brand loyalty

5. Product Mix

Level 3 Performance Expectations

- define product mix
- illustrate how product mix is impacted by consumer demand

6. Service Extensions

Level 3 Performance Expectations

- identify examples of service extensions (e.g., product warranty, technical support, or service contract)
- explain the need for comprehensive marketing of extended services

7. Product Life Cycle

Level 3 Performance Expectations

- identify the stages of a product life cycle

- identify the product life cycle stage in which a product is located

Unit Objectives

Students will be able to:

- explain how businesses plan what products to produce and sell and how they position and manage these products.
- explain the nature and scope of product planning, product mix, and product development.
- explain the concept of a product life cycle.
- identify strategies to position products in various life cycles.
- explain the nature and scope of branding, packaging, and labeling in product planning.
- identify the importance of branding, branding elements, and branding strategies to product/service management.
- explain the importance of warranties and credits to product planning.
- discuss the importance of warranties as extended product features.

Essential Questions

- How do students make appropriate business decisions in the global marketplace?
- How do students utilize computer technology?
- How does product and service management involve all the decisions a business makes in the production the sales of its products?

Focus Questions

- How do businesses plan what products to produce and sell?
- How are branding, packaging, and labeling incorporated into product planning strategies?
- What are warranties and credit offerings provided by business to support product and services?

Assessments

- Brand Manager
- Pick a Partner
- Create a Sports Product

Skill Objectives

Students will:

- access and research information using the internet.
- create a PowerPoint presentation.
- create a graph using computer software.
- practice interpersonal skills.
- display creative thinking, problem solving, and decision making.
- acquire and evaluate data, organize and maintain files.
- use computers to process information.