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| 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 take part in multiple hands-on projects with a focus on innovative thinking, adaptability and a clear articulation of their ideas. The importance of public relations, branding, the psychology of consumer behavior, 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 will   * Understand the impact that marketing has on the business economy. * Communicate an idea, use persuasive techniques, and use critical thinking to answer questions. * Describe how marketing can be strategic while still remaining ethical. * Identify different career opportunities within the marketing industry. * Utilize visual merchandising techniques to impact consumer behavior. * Describe the importance of market segmentation. * Identify some of the challenges and opportunities that emerge from changing technology. | 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 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  Projects |
| Content Outline   1. [Unit 1](#UnitI) – Introduction to Marketing 2. [Unit 2](#UnitII) – Promotion 3. Sales Promotions 4. Public Relations 5. Visual Merchandising 6. [Unit 3](#UnitIII) –Advertising 7. Advertising Media 8. Print Advertising 9. [Unit 4](#UnitIV) - Product & Service Management 10. Product Planning 11. Pricing Strategies 12. Market Research 13. Branding & Packaging 14. Advertising | Standards  [National Business Education Association Standards](http://www.nbea.org/newsite/curriculum/standards/accounting.html)  National Business Education Association Standards are met in the following areas: Marketing  * Foundations of Marketing * Consumers and Their Behavior * The Marketing Mix * External Factors * The Marketing Plan | |

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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  [Introduction to Marketing](#UnitI)  8 weeks | Unit 2  [Promotion](#UnitII)  (Sales Promotions, Public Relations, Visual Merchandising)  12 weeks | Unit 3  [Advertising](#UnitIII)  (Advertising Media and Print Advertising)  8 weeks | Unit 4  [Product & Service Management](#UnitIV)  (Product Planning, Pricing Strategies, Market Research, Branding & Packaging)  12 weeks | |

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| Unit 1 – Introduction to Marketing, 8 weeks | | |
| 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.   * 1. 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)   1. Segmentation and Target Markets   Level 3 Performance Expectations   * Identify the tools of market segmentation (e.g., demographics, pyschographics, and geographics) * Explain ways that segmentation can be used to identify target markets   The Marketing Plan  Describe the elements, design and purposes of a marketing plan.  Level 3 Performance Expectation   * + - * Explain why a marketing plan is essential       * Identify the components of a marketing plan       * Recognize that a marketing plan is not a static document.   Level 4 Performance Expectations   * Plan strategies to position or reposition a product or service * Review the marketing plan to ensure consistency in relation to building customers relationships and the marketing concept. | | |
| Unit Objectives  Students will   * Describe marketing functions. * Explain marketing and its importance in a global economy. * Determine forms of economic utility created by marketing activities. * Explain employment opportunities in marketing. * Explain marketing and its importance in a global economy. * Explain the role of business in society. * Analyze product information to identify product features and benefits. * Explain market segmentation strategies and how they relate to the marketing of goods and services. * Perform a SWOT analysis | Focus Questions   * What are the benefits of marketing? * What is the foundation for marketing and marketing principles? * What is the marketing concept and how does it relate to marketing? * What principles and concepts are fundamental to marketing? * What is the marketing mix? * What are the 4 P’s of marketing? * Why is it important to know your target market? | Assessments  Tests  Project |
| Skill Objectives  Students will   * Identify markets within an industry * Distinguish between different market segmentation strategies. * Perform a SWOT Analysis. * Analyze and apply the results of a SWOT Analysis to make strategic marketing decisions. * Persuasively present ideas to an audience. * 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. | | |
| Technology Resources   * Computers * Software: word processing, spreadsheet, presentation * Internet | Suggested Materials/Resources   * Textbook * Current Events | |

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| Unit 2 – Promotion (Sales Promotions, Public Relations, Visual Merchandising) 12 weeks | | |
| Standards Marketing Consumers and Their Behavior  Analyze the characteristics, motivations, and behaviors of consumers.   * 1. 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)   1. Segmentation and Target Markets   Level 3 Performance Expectations   * Identify the tools of market segmentation (e.g., demographics, pyschographics, and geographics) * Explain ways that segmentation can be used to identify target markets   External Factors  Analyze the influence of external factors on marketing.   1. Ethical Issues   Level 3 Performance Expectations   * Differentiate between ethical and unethical marketing practices  1. Competitive Environment   Level 3 Performance Expectations   * Describe ways competition affects marketing decisions * Identify how technology affects compe­tition and marketing decisions  1. 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.   1. promotion   2. Sales Promotion  Level 3 Performance Expectations   * + Describe the purposes of various types of sales promotion   + Evaluate alternative forms of sales promotion   + Identify legal issues related to various forms of sales promotion.   Level 4 Performance Expectations   * Plan a comprehensive sales promotion campaign for a business * Evaluate a current sales promotion campaign for a business  1. 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)   Level 4 Performance Expectations   * Describe a crisis management plan to respond to unfavorable publicity | | |
| Unit Objectives  Students will   * Describe marketing functions. * 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. | Focus Questions   * 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? * What principles and concepts are fundamental to marketing? | Assessments  Tests  Project |
| Skill Objectives  Students will   * Calculate how promotions impact sales and revenue. * Write a press release. * Create a prototype to demonstrate visual merchandising. * 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. | | |
| Technology Resources   * Computers * Software: word processing, spreadsheet, presentation * Internet | Suggested Materials/Resources   * Textbook * Current Events * Technology | |

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| Unit 3 – Advertising (Advertising Media and Print Advertising), 8 weeks | | |
| Standards MARKETINGConsumers and Their BehaviorAnalyze the characteristics, motivations, and behaviors of consumersCHARACTERISTICS OF CONSUMER BEHAVIORLevel 3 Performance ExpectationsDifferentiate between rational (cognitive) and emotional (affective) buying motives.Examine the ways the appearance of a business impacts a customer’s perceptions and expectations. External Factors  Analyze the influence of external factors on marketing.   1. Ethical Issues   Level 3 Performance Expectations   * Differentiate between ethical and unethical marketing practices  1. Competitive Environment   Level 3 Performance Expectations   * Describe ways competition affects marketing decisions * Identify how technology affects compe­tition and marketing decisions  1. 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.  D. PROMOTION  1. Advertising  Level 3 Performance Expectations   * Evaluate factors used to determine media selection * Recognize marketing opportunities created by new communication technologies. | | |
| Unit Objectives  Students will   * Explain the types of advertising media * Calculate media costs * Develop an advertising campaign * Analyze the effectiveness of existing advertising campaigns * Identify the components of a print advertisement * Write promotional messages that appeal to a targeted market. * Identify how print advertising adapts to changes in technology and social media. | Focus Questions   * How will promotion strategies be coordinated? * What factors should be considered when designing an advertising campaign? * What makes an advertisement effective? * How can you measure the effectiveness of an advertisement? * How do graphic design strategies impact the perception of a print ad? * What are the advantages and disadvantages of prints ads relative to other forms of media? | Assessments  Project |
| Skill Objectives  Students will   * Create print advertisements. * Create a promotional strategy within a given budget. * Access and research information using the Internet. * Create a PowerPoint Presentation. * Create an Excel spreadsheet * Display creative thinking, problem solving, and decision making. * Acquire and evaluate data, organize and maintain files. * Use computers to process information. | | |
| Technology Resources   * Computers * Software: word processing, spreadsheet, presentation * Internet | Suggested Materials/Resources   * Textbook * Current Events | |

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| Unit 4 – Produce & Service Management (Product Planning, Pricing Strategies, Market Research, Branding & Packaging, Advertising), 12 weeks | | |
| Standards MARKETING Consumers and Their Behavior  Analyze the characteristics, motivations, and behaviors of consumers.   * 1. 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)   1. Segmentation and Target Markets   Level 3 Performance Expectations   * Identify the tools of market segmentation (e.g., demographics, pyschographics, 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.   1. 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   Level 4 Performance Expectations   * Identify examples of brands with staying power and suggest reasons for their longevity * Identify methods to protect brands * Assess the impact of brands on global marketing * Explain the rational for some companies to extend brand names to related products.   5. Product Mix  Level 3 Performance Expectations   * Define product mix   Level 4 Performance Expectations   * Explain the advantages and disadvantages of extending product lines * Explain the advantages and disadvantages of product line diversification.   7. Product Life Cycle  Level 3 Performance Expectations   * Identify the stages of the product life cycle * Identify the product life cycle stage in which a product is located.   Level 4 Performance Expectations   * Identify strategies for managing a product through its life cycle * Explain how companies have extended their products’ life cycle.   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. * Explain the impact of evolving technologies on the changing roles of buyers and sellers in determining price.   Level 4 Performance Expectations   * Describe the influences of supply and demand on pricing * Explain the concept of price elasticity. | | |
| Unit Objectives  Students will   * Identify market segments with needs that are not being satisfied. * Identify openings in a given market that can lead to a new product launch. * Identify competitors within a market and compare aspects of the brands. * Explain the elements of branding. * Discuss ethical boundaries and legal issues related to promotional strategies. * Develop branding, pricing and promotional campaigns for a new product to be launched. * Provide evidence that the new product will fit within a company’s current product portfolio. | Focus Questions   * How can the product life cycle be used to help plan a product mix? * How do companies determine what new products should be launched? * How do companies offer a diverse product portfolio while maintaining a strong brand image? * How do you make a package that appeals to your target audience and represents your brand appropriately? * What impact do different pricing strategies have on consumer perception? | Assessments  Project |
| Skill Objectives  Students will   * Create a prototype of a new product. * Collect and analyze market research. * 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. | | |
| Technology Resources   * Computers * Software: word processing, spreadsheet, presentation * Internet | Suggested Materials/Resources   * Textbook * Supplemental Articles and Resources | |