

# Marketing Unit 1: Branding is Everything

## Unit Focus

One of the challenges in Marketing is being able to strike an emotional connection with consumers. This unit looks at how a company builds a brand to connect with consumers. Students will look at how a company positions themselves in a competitive market, and how that influences the brand message that they communicate to consumers. Students will also learn how to decode messages to learn what an advertisement is really saying and how the emotional appeal by the company shapes the brand. The PBA gives students the beginning of a case study about Real Burger World (a non-fictional business) and asks them to build their brand and message.

## Stage 1: Desired Results - Key Understandings

| Established Goals   | Transfer   |   |  |
|---|--|---|--|
| <p><b>Connecticut Goals and Standards</b><br/><i>Marketing Education (CTE)</i></p> <ul style="list-style-type: none"> <li>Identify ways to create positive relationships with customers to enhance a company's image. <i>M.A.2</i></li> <li>Determine ways to reinforce a company's image to exhibit the company's brand promise. <i>M.A.4</i></li> <li>Describe customer, client, and business behavior and how it motivates decisionmaking. <i>M.C.12</i></li> <li>Develop marketing strategies to guide marketing tactics. <i>M.C.13</i></li> <li>Identify ways products and services can be positioned to acquire a desired business image. <i>M.D.20</i></li> </ul> <p><b>Student Growth and Development 21st Century Capacities Matrix</b><br/><i>Creative Thinking</i></p> <ul style="list-style-type: none"> <li>Imagining: Students will be able to conceive of a novel approach to create a text, performance, solution, application, or inquiry. <i>MM.2.2</i></li> </ul> <p><i>Collaboration/Communication</i></p> <ul style="list-style-type: none"> <li>Product Creation: Students will be able to effectively use a medium to communicate important information (findings, ideas, feelings, issues, etc.) for a given purpose. <i>MM.3.2</i></li> <li>Presentation: Students will be able to relay information and ideas to an authentic audience (other than the teacher) to promote collective understanding. <i>MM.3.3</i></li> </ul> | <p><b>T1</b> Communicate effectively based on purpose, task, and audience using appropriate vocabulary.</p>  |   |  |
|   | <p><b>Meaning</b></p>  |   |  |
|   | <p><b>Understandings</b></p>   | <p><b>Essential Questions</b></p>   |  |
|   | <p><b>U1</b> Delivering a remarkable experience to customers is centered on delivering a compelling story.<br/><b>U2</b> Marketing uses powerful psychological tools to leverage important aspects of how customers see themselves and their connection to the broader community.</p>  | <p><b>Q1</b> How does the mission of the company drive the brand?<br/><b>Q2</b> What is the perception customers already have of your company?<br/><b>Q3</b> What connections do you want customers to associate with your company?<br/><b>Q4</b> What is the primary message you want to portray/communicate to customers?<br/><b>Q5</b> How does a company generate emotions tied to their brand to build customer loyalty?</p> |  |
|   | <p><b>Acquisition of Knowledge and Skill</b></p>   |   |  |
|   | <p><b>Knowledge</b></p>  | <p><b>Skills</b></p>  |  |
| <p><b>K1</b> Perception Maps<br/><b>K2</b> Purpose of a mission statement<br/><b>K3</b> Appeal techniques (informational, direct comparison, humor-based, emotionally-based, sexually-based, fear-based)<br/><b>K4</b> Consumer Based Brand Equity Model</p>  | <p><b>S1</b> Create a perception map<br/><b>S2</b> Use a mission statement to develop a message and brand<br/><b>S3</b> Develop emotional connections to customers using an appeal technique<br/><b>S4</b> Create a logo and slogan that communicates the brand image<br/><b>S5</b> Develop a social media presence for a company that communicates their brand and connects to customers emotionally.<br/><b>S6</b> Develop a consumer based brand equity model</p> |   |  |