



# Marketing Unit 4: The Marketing Plan

## Unit Focus

In this culminating experience, students will create a Marketing plan for an existing company that is in decline. This marketing plan will act as an all encompassing PBA and final exam for the entire course, allowing students to demonstrate a comprehensive understanding of the concepts acquired throughout all the units of the course. The PBA will ask students to perform a situation analysis, description of the target market and position, develop goals for the business, develop marketing strategies and communications, as well as a marketing budget.

## Stage 1: Desired Results - Key Understandings

Standard(s)	Transfer	
<b>Connecticut Goals and Standards</b> <i>Marketing Education (CTE)</i> <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>Develop marketing strategies to guide marketing tactics. <i>M.C.13</i></li><li>Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI). <i>M.C.14</i></li><li>Use marketing information to develop a marketing plan. <i>M.C.15</i></li><li>Identify ways products and services can be positioned to acquire a desired business image. <i>M.D.20</i></li><li>Identify promotional channels used to communicate with targeted audiences. <i>M.E.22</i></li><li>Explain the use of an advertisement's components to communicate with targeted audiences. <i>M.E.23</i></li></ul> <b>Madison Public Schools Profile of a Graduate</b> <ul style="list-style-type: none"><li>Analyzing: Examining information/data/evidence from multiple sources to identify possible underlying assumptions, patterns, and relationships in order to make inferences. (POG.1.2)</li><li>Idea Generation: Studying a problem, need or model (mentor text, political piece, documents, art work, etc.) to consider limitations and imagine new solutions/transformations. (POG.2.1)</li><li>Product Creation: Effectively use a medium to communicate important information. (POG.3.2)</li></ul>	<i>Students will be able to independently use their learning to...</i> <b>T1</b> Develop a product/solution that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience).	
	<b>Meaning</b>	
	<b>Understanding(s)</b>	<b>Essential Question(s)</b>
	<i>Students will understand that...</i> <b>U1</b> A marketing plan can help a company and give them a greater chance at succeeding in reaching their marketing goals. <b>U2</b> An awareness of a company's strengths, weaknesses, opportunities, and threats can lead to more informed decision making for a business.	<i>Students will keep considering...</i> <b>Q1</b> Why is it essential for a company to have a marketing plan? <b>Q2</b> How does a SWOT analysis guide my marketing decisions?
	<b>Acquisition of Knowledge and Skill</b>	
<b>Knowledge</b>	<b>Skill(s)</b>	
<i>Students will know...</i> <b>K1</b> SWOT analysis is a technique used for analyzing your Strengths, Weaknesses, Opportunities & Threats. <b>K2</b> CPM (Cost per Thousand) <b>K3</b> Components of a marketing plan (Situation analysis, target audience, goals, communications and budget)	<i>Students will be skilled at...</i> <b>S1</b> Conduct a SWOT analysis <b>S2</b> Calculate CPM for an advertisement <b>S3</b> Create a marketing plan	