

# 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

Established Goals	Transfer	
<p><b>Connecticut Goals and Standards</b> <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>• 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> <p><b>Student Growth and Development 21st Century Capacities Matrix</b></p> <p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> <li>• Synthesizing: Students will be able to thoughtfully combine information/data/evidence, concepts, texts, and disciplines to draw conclusions, create solutions, and/or verify generalizations for a given purpose. <i>MM.1.3</i></li> </ul> <p><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> </ul>	<p><b>T1</b> Develop a product/solution that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience).</p>	
	<b>Meaning</b>	
	<b>Understandings</b>	<b>Essential Questions</b>
	<p><b>U1</b> A marketing plan can help a company and give them a greater chance at succeeding in reaching their marketing goals.</p> <p><b>U2</b> An awareness of a company's strengths, weaknesses, opportunities, and threats can lead to more informed decision making for a business.</p>	<p><b>Q1</b> Why is it essential for a company to have a marketing plan?</p> <p><b>Q2</b> How does a SWOT analysis guide my marketing decisions?</p>
	<b>Acquisition of Knowledge and Skill</b>	
	<b>Knowledge</b>	<b>Skills</b>
<p><b>K1</b> SWOT analysis is a technique used for analyzing your Strengths, Weaknesses, Opportunities &amp; Threats.</p> <p><b>K2</b> CPM (Cost per Thousand)</p> <p><b>K3</b> Components of a marketing plan (Situation analysis, target audience, goals, communications and budget)</p>	<p><b>S1</b> Conduct a SWOT analysis</p> <p><b>S2</b> Calculate CPM for an advertisement</p> <p><b>S3</b> Create a marketing plan</p>	