

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT
CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT
MARKETING IN THE 21ST CENTURY

Marketing in the 21st Century Curriculum Guide

<p>Pacing Guide: Marketing in the 21st Century is a half-year course that meets on a rotating basis for three (3) 55-minute blocks and one (1) 40-minute block for every five (5) day cycle.</p>	<p>Basic Marketing Concepts (2 weeks-assessment)</p> <p>The Product Mix (2 weeks-assessment)</p> <p>The Product Life Cycle (2 weeks-assessment)</p> <p>Branding Strategies (2 weeks-assessment)</p> <p>Packaging and Labeling (2 weeks-assessment)</p> <p>Pricing and Distribution (2 weeks-assessment)</p> <p>Advertising (1.5 weeks-assessment)</p> <p>Sales Promotion (1.5 weeks-assessment)</p> <p>Public Relations and Publicity (1 week-assessment)</p> <p>Sales Research (1 week-assessment)</p> <p>Product Research (1 week-assessment)</p> <p>Advertising Research (1 week-assessment)</p> <p>Market Research (1 week-assessment)</p>
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<p>21st Century Skills Standards: Career Ready Practices</p>	<p>CRP1-Act as a responsible contributing citizen and employee CRP2-Apply appropriate academic and technical skills CRP3-Attend to personal health and financial well being CRP4-Community clearly and effectively and with reason CPR5-Consider the environment, social and economic impacts of decisions CPR6-Demonstrate creativity and innovation CRP7-Employ valid and reliable research strategies CRP8-Utilize critical thinking to make sense of problems and persevere in solving them CRP9-Model integrity, ethical leadership and effective management CRP10-Plan education and career paths aligned to personal goals CRP11-Use technology to advance productivity CRP12-Work productivity in teams while using cultural global competence</p>
<p>Technology Standards: 8.1 Educational Technology</p>	<p>Use technology when researching for and completing projects and activities. 8.1.12.A.1 –Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources. 8.1.12.A.2 -Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review. 8.1.12.A.3-Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue 8.1.12.A.4-Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p>

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Differentiation/Accommodations/Modifications

Gifted and Talented	English Language Learners	Students with Disabilities	Students at Risk of School Failure
<p><i>(content, process, product and learning environment)</i> Extension Activities</p> <ul style="list-style-type: none"> ● Open forums and debates in the classroom regarding controversial issues ● Competitive and collaborative projects ● Independent Projects requiring research skills for assessing information 	<p>Modifications for Classroom</p> <ul style="list-style-type: none"> ● In-Class-Support ● Graphic Organizers ● Note-taking guides ● Clarify assignments, directions and instructions ● Highlight key vocabulary <p>Modifications for Assignments</p> <ul style="list-style-type: none"> ● Internet bilingual dictionaries during class and during assignments ● Extended time for all assessments ● Use of graphic organizer ● Simplification of requirements ● Access to teacher power points and notes ● Collaboration between ESL and mainstream classroom teachers <p>Modifications for Homework</p> <ul style="list-style-type: none"> ● Extended time to complete assignments ● Modified homework assignments ● Provide students with clear expectations 	<p><i>(appropriate accommodations, instructional adaptations, and/or modifications as determined by the IEP or 504 team)</i></p> <p>Modifications for Classroom</p> <ul style="list-style-type: none"> ● In-Class-Support ● Graphic Organizers ● Provide Study Guides ● Extended time on assessments ● Analogies ● Note-taking guides ● Establish Timelines ● Clarify Assignments, directions and instructions ● Chapter/lecture notes ● Parent/teacher communication ● Assistive technology ● Check students independent work ● Assist students with steps to complete assignments <p>Modifications for Assignments/Homework</p> <ul style="list-style-type: none"> ● Extended time for assignments ● Simplify assignments into smaller units or phases ● Provide student with clear expectations and grading criteria 	<p>Modifications for Classroom Pair visual prompts with verbal presentations</p> <p>Modifications for Classroom:</p> <ul style="list-style-type: none"> ● Intervention and Referral Team (I&RS) in-house strategies ● Extra textbooks at home ● Extended time for assignments ● Modify assignments ● Assign peer helper in class ● Parent/Teacher communication ● Provide a copy of class notes ● Verbal reminders ● Check student independent work ● Assist student with planning of assignments <p>Modifications for Assignments/Homework</p> <ul style="list-style-type: none"> ● Extended time for assignments ● Simplify assignments into smaller units or phases ● Provide student with clear expectations and grading criteria <p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes ● Restate and clarify directions and questions ● Provide study guides

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	<p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes ● Restate and clarify directions and questions ● Provide study guides <p>Resources WIDA Standards</p> <ul style="list-style-type: none"> ● Standard 1: Social and Instructional Language ● Standard 2: The language of Language Arts ● Standard 3: The language of Mathematics ● Standard 4: The language of Science ● Standard 5: The language of Social Studies 	<p>Modifications for Assessments:</p> <ul style="list-style-type: none"> ● Extended time for tests and quizzes ● Restate and clarify directions and questions ● Provide study guides ● Establish procedures for accommodations/modifications for assessments 	
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CONTENT: Unit 1			
Theme: Basic Marketing Concepts			
Essential Questions: What are the core marketing functions? What role does the target market play in the marketing mix? How do customer profiles effect the success of a product? What decisions are a part of each element of the marketing mix?			
<p>Content <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> • Basic marketing concepts • The categories of market segmentation • The difference between customers and consumers • The components of the marketing mix 	<p>Skills <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> • Distinguish between demographics, psychographics, and geographics • Define target markets and analyze customer profiles • Identify the 4 P's of marketing (Product, Price, Place, Promotion) 	<p>Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark Assessments • Final Exam 	<p>Standards (NJSLs): 8.1.12.A.1-4</p> <p>Math NJSLs.Math.Content.HSA.CED.A.1-4</p> <p>Writing NJSLs.ELA-LITERACY.W.11-12.2</p> <p>Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
			<p>Pacing Chart/Time Frame: 2 weeks-assessment</p>
			<p>Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities</p>

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CONTENT: Unit 2			
Theme: Product Planning			
Essential Questions: What is the scope of product planning? What role does product planning and development play in marketing?			
<p>Content <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> • The components of a product mix • How to develop and expand a product mix • The process to develop new products • The stages in a product’s life cycle 	<p>Skills <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> • Identify product lines and items • Evaluate product mixes by width and depth • Describe product mix strategies including deleting and modifying products • Describe the steps in new product development • Understand the characteristics of each stage in a product’s life cycle 	<p>Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark assessments • Final Exam 	<p>Standards (NJSLs): 8.1.12.A.1-4</p> <p>Math NJSLs.Math.Content.HSA.CED.A.1-4</p> <p>Writing NJSLs.ELA-LITERACY.W.11-12.2</p> <p>Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
			<p>Pacing Chart/Time Frame: 4 weeks-assessment</p>
			<p>Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities</p>

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CONTENT: Unit 3			
Theme: Branding			
Essential Questions: Why is branding important in product planning? How can branding and packaging help achieve a desired position in marketplace?			
Content <i>(As a result of this learning segment, students will know...)</i> <ul style="list-style-type: none"> • The importance of brands • How to develop effective brand names • Types of brands and branding strategies • The functions of product packaging and labels 	Skills <i>(As a result of this learning segment, students will be able to...)</i> <ul style="list-style-type: none"> • Recognize the parts of a brand • Distinguish between national, private, and generic brands • Identify branding strategies including blanket branding, multi-branding, and co-branding • Understand the advantages and disadvantages of each strategy 	Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark Assessments • Final Exam 	Standards (NJSLs): 8.1.12.A.1-4 Math NJSLs.Math.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12
			Pacing Chart/Time Frame: 4 weeks-assessment
			Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities

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CONTENT: Unit 4			
Theme: Pricing & Distribution			
Essential Questions: What role does pricing play in determining profit? What is the relationship between pricing and the product life cycle? How do marketers decide on a method of distribution?			
<p>Content <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> • The factors that affect pricing decisions • Various pricing strategies • Various channels of distribution • The benefits and challenges of various distribution channels 	<p>Skills <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> • Calculate markup • Identify pricing strategies including skimming, penetration, prestige, odd-even, bundle, loss-leader, yield-management pricing, and price lining • Distinguish between direct and indirect channels of distribution 	<p>Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark Assessments • Final Exam 	<p>Standards (NJSL): 8.1.12.A.1-4</p> <p>Math NJSL.Math.Content.HSA.CED.A.1-4</p> <p>Writing NJSL.ELA-LITERACY.W.11-12.2</p> <p>Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
			<p>Pacing Chart/Time Frame: 2 weeks-assessment</p>
			<p>Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities</p>

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CONTENT: Unit 5			
Theme: Promotion			
Essential Questions: What is the purpose of promotion in marketing? How do marketers decide on a promotional mix?			
<p>Content <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> • The promotional mix including advertising, sales promotion, public relations, and personal selling 	<p>Skills <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> • Explain the role of advertising and distinguish between print, broadcast, and online advertising • Explain the role of sales promotion and distinguish between various forms of sales promo • Explain the role of public relations and distinguish between proactive and reactive PR and publicity • Explain the role of personal selling • Understand the advantages and disadvantages of each element of promotion 	<p>Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark Assessments • Final Exam 	<p>Standards (NJSLs): 8.1.12.A.1-4</p> <p>Math NJSLs.Math.Content.HSA.CED.A.1-4</p> <p>Writing NJSLs.ELA-LITERACY.W.11-12.2</p> <p>Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
			<p>Pacing Chart/Time Frame: 4 weeks-assessment</p>
			<p>Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities</p>

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CONTENT: Unit 6			
Theme: Marketing Research			
Essential Questions: What is the purpose of marketing research? How does marketing research benefit businesses?			
Content <i>(As a result of this learning segment, students will know...)</i> <ul style="list-style-type: none"> • The steps in the research process • The four areas of marketing research • Methods of qualitative and quantitative research • The limitations in marketing research 	Skills <i>(As a result of this learning segment, students will be able to...)</i> <ul style="list-style-type: none"> • Describe the steps in the research process • Distinguish between sales, product, advertising, and market research • Understand primary vs. secondary data • Analyze and interpret results of marketing research 	Assessments <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i> <ul style="list-style-type: none"> • Classroom Assignments and Activities • Independent Practice • Quizzes/Tests • Projects • Benchmark Assessments • Final Exam 	Standards (NJSLs): 8.1.12.A.1-4 Math NJSLs.Math.Content.HSA.CED.A.1-4 Writing NJSLs.ELA-LITERACY.W.11-12.2 Career Ready Practices: CRP 1,2,3,4,5,6,7,8,9,10,11,12
			Pacing Chart/Time Frame: 4 weeks-assessment
			Materials: Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities