

Pequannock Township School District

Curriculum Syllabus

Media and Marketing / Grade 8

Course Description:

In Media and Marketing, students discover how to market a product or service in a 21st century business environment. Real-world business examples demonstrate the fundamentals of marketing. Students examine buyer behavior, marketing research principles, distribution, financing, pricing, and product management.

Course Proficiencies:

The following is a list of proficiencies that describe what students are expected to know and be able to do as a result of successfully completing this course. The following proficiencies are the basis of the assessment of student achievement. The learner will demonstrate mastery of:

1. Students will research and examine one of the 16 Career Clusters, 9.3.MK.5
2. Students will understand marketing and marketing research, 9.3.MK.2.3.4
3. Students will create a business plan for a successful and unsuccessful business and communicate that plan, 9.3.MK.6.7.8.9.10 and 9.3.MK-COM.1.2.3.4.5

Scope and Sequence

Unit 1: (Marketing Management and Research)

Marketing comprises the activities of a company associated with buying and selling a product or service, including advertising, selling, and delivering products to consumers. In order to successfully market and sell products or services to customers, it is necessary to have a marketing plan. A Marketing Plan should address Product, Place, Price, and Promotion. Students will produce a marketing plan addressing these aspects of marketing for a fictitious business they create.

Unit 2 (Merchandising)

The nature of society has shifted with the result that each citizen is increasingly expected to respond to marketing demands created by a global marketplace. Citizens must communicate effectively in order to solve currently unforeseen problems in new and creative ways.

Effective communication skills have a positive impact on the marketing plan and as such will highlight the buying and selling of a product, including advertising, selling, and delivering products to consumers through various types of media. A Marketing Plan should address Product, Place, Price, and Promotion.

Assessments

Evaluation of student achievement in this course will be based on the following:

Students are assessed through observation, participation, and self-reflection exercises and criteria in the form of rubrics.

1. Communicating a message effectively through various types of media.
2. The trimester grade for each student will be calculated by weighted classwork, tests, quizzes, and projects according to the District's grading policy.
3. Rubric based projects.

Curriculum Resources

Anchor Programs/Teacher Materials

- http://www.mark-ed.com/teachingideas/classroom_ideas.htm
- http://www.kemel.gr/sites/default/files/files/business_plan_for_startups.pdf
- <http://www.businessnewsdaily.com/5720-free-pdf-business-plan-templates.html>
- <https://www.cteonline.org/curriculum/outline/marketing-model/hgUwxC>
- http://www.fullsteam.com/merchandising/why_merchandising_matters
- <http://blog.aeseducation.com/2015/03/marketing-lesson-plans/>
- https://www.youtube.com/watch?v=gTArz_JjKwI
- http://www.digitalwish.com/dw/digitalwish/view_lesson_plans?keyword=commercial

Home and School Connection

The following are suggestions and/or resources that will help parents support their children.

The following websites focus on the creations of a website and mobile app:

- www.wix.com
- www.appypie.com

The following websites focus on specific software tools:

- www.adobe.com
- www.apple.com

The following website focus on how to use a green screen.

- <https://www.techsmith.com/blog/how-to-create-a-diy-green-scre/>

