

Honors Marketing Scope & Sequence

Days	Unit	Standard(s)/Outcome(s)	Essential/Guiding Questions
10	Foundations and Functions of Marketing	<p>#1. The student will be able to discuss and explain marketing terminology, key marketing concepts, the fundamental processes, and the role and benefits of marketing in a market driven economy.</p> <p>#7. The student will explore how technology has shaped marketing over time.</p>	<ol style="list-style-type: none"> 1. In what ways is marketing a process that focuses on meeting customer needs and wants? 2. How does customer relationship management (CRM) benefit both the business and its customers? 3. How do marketers use the four Ps of the marketing mix to build an integrated program that delivers value to consumers? 4. What role does competition play in the free enterprise system? 5. How do marketing activities add value (utility) to products and services? 6. How does marketing for profit organizations differ

			from marketing for non-profit organizations?
10	The Marketing Environment / Social Responsibility and Ethics	<p>#1. The student will be able to discuss and explain marketing terminology, key marketing concepts, the fundamental processes, and the role and benefits of marketing in a market driven economy.</p> <p>#3. The student will identify and classify internal factors and external trends that influence marketing strategy decisions.</p> <p>#9. Discuss ethical and legal issues in the Marketing and Advertising industries.</p>	<p>1. How do the three main economic systems (traditional, command, and market) answer the three basic economic questions: what to produce, how to produce, and for whom to produce?</p> <p>2. How do businesses assess the health of the economy?</p> <p>3. Why is international trade necessary?</p> <p>4. Why do organizations conduct global environmental scans and prepare a SWOT analysis prior to developing an integrated marketing program?</p> <p>5. What are some of the macroenvironmental and microenvironmental factors organizations need to</p>

			<p>consider when developing a marketing program?</p> <p>6. What role does the government play in the free enterprise system? FTC?</p> <p>7. How can businesses demonstrate social responsibility?</p> <p>8. Why is there a need for ethical and legal regulation of marketing?</p> <p>9. What are some of the major social criticisms of marketing?</p> <p>10. Why has the focus of marketing shifted from production to sales and then finally to customer satisfaction and building relationships.</p> <p>11. How have different media shaped and evolved marketing over time?</p> <p>12. What are some of the major trends and forces that</p>
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			<p>are changing the marketing landscape in the age of relationships?</p> <p>13. How does technology drive marketing (technological determinism)?</p>
6	Marketing Research	#8. The student will locate primary and secondary research data used to make informed marketing strategy decisions.	<ol style="list-style-type: none"> 1. How do organizations use marketing research in decision making? 2. Why do organizations perform marketing research? 3. What are some of the questions that marketing research answers? 4. How do organizations conduct marketing research? 5. What are some of the primary and secondary data collection methods that organizations use?
8	Consumer Markets and Consumer Buying Behavior	#2. The student will recognize characteristics, motivations, and behaviors of customers' needs and wants.	<ol style="list-style-type: none"> 1. What are some of the cultural, social, personal, and psychological factors that influence consumer buying behavior?

			<p>2. How does Maslow's Hierarchy of Needs explain why people are driven by particular needs at particular times?</p> <p>3. How does buying behavior differ based on perceived risk and experience?</p> <p>4. What are the steps that a consumer goes through when making a high-involvement purchase?</p>
7	Customer-Driven Marketing Strategy / Market Segmentation	<p>#4. The student will summarize segmentation and the factors used to identify viable target markets.</p> <p>#5. The student will explain how to use positioning to provide a competitive advantage in the marketplace.</p>	<p>1. How do organizations design a customer-driven marketing strategy?</p> <p>2. How do organizations segment their markets?</p> <p>3. What is the relationship between market segmentation and target marketing?</p> <p>4. Why do most companies practice target marketing?</p> <p>5. When would a company use mass marketing?</p> <p>6. How do organizations</p>

			differentiate and position their products for maximum competitive advantage?
10	Product Planning	#6. The student will discuss the elements of the marketing mix and how each element interrelates in the implementation of the marketing strategy.	<ol style="list-style-type: none"> 1. How are products and services classified? 2. How does the marketing of services differ from the marketing of products? 3. What are some of the decisions companies make regarding their individual products and services, product lines, and product mixes? 4. What are some of the decisions companies make in building and managing their brands? 5. How do companies find and develop new-product ideas? 6. What are some of the major considerations in managing the new-product development process? 7. How do marketing strategies evolve and change

			during a product's life cycle?
10	Pricing Strategies	<p>#1. The student will be able to discuss and explain marketing terminology, key marketing concepts, the fundamental processes, and the role and benefits of marketing in a market driven economy.</p> <p>#5. The student will explain how to use positioning to provide a competitive advantage in the marketplace.</p> <p>#6. The student will discuss the elements of the marketing mix and how each element interrelates in the implementation of the marketing strategy.</p>	<ol style="list-style-type: none"> 1. Why is price so important to the success of a business? 2. What are the market factors that affect price planning? 3. How do the laws of supply and demand influence marketing activities? 4. How does a decrease in supply and an increase demand cause inflation? 5. Why do some products respond readily to changes in price? 6. What are the ways to find base price? 7. What are two polar pricing methods to introduce a new product? 8. How does the product life cycle affect pricing?

			<p>9. What are the steps in the pricing process?</p> <p>10. How is technology used in pricing?</p> <p>11. How does profit relate to markup?</p> <p>12. What are some legal and ethical considerations for pricing?</p>
8	Distribution Planning	<p>#5. The student will explain how to use positioning to provide a competitive advantage in the marketplace.</p> <p>#6. The student will discuss the elements of the marketing mix and how each element interrelates in the implementation of the marketing strategy.</p>	<p>1. What is the role of intermediaries and agents in the channel of distribution?</p> <p>2. What is the most common form of distribution for consumers and for industrial markets?</p> <p>3. Explain why some brands choose exclusive distribution.</p> <p>4. What is the channel of distribution for e-commerce?</p> <p>5. What factors should you consider prior to shipping</p>

			<p>products internationally?</p> <p>6. How do companies determine the level of distribution intensity?</p> <p>How is inventory managed?</p>
10	The Promotion Mix	<p>#6. The student will discuss the elements of the marketing mix and how each element interrelates in the implementation of the marketing strategy.</p> <p>#7. The student will explore how technology has shaped marketing over time.</p>	<ol style="list-style-type: none"> 1. What is the role of promotion in marketing? 2. What are the components of the promotional mix? 3. What is the difference between public relations and publicity? 4. What are the elements and the purpose of visual merchandising? 5. How is media planned and selected? 6. How is media measured & evaluated? 7. How do companies determine media costs and

			<p>develop promotional budgets?</p> <p>8. How are advertising campaigns developed?</p> <p>9. What is the role of an advertising agency?</p> <p>10. What are the main components of print ads?</p>
6	Careers in Marketing	#10. Discuss careers in marketing, and identify the role that marketers play in business and society.	<p>1. What are some career opportunities in marketing?</p> <p>2. What skills are necessary to be successful in a marketing profession?</p> <p>3. How do current events impact the marketing profession?</p>