



Marketing

Course Information

Grade(s):	10, 11, 12
Discipline/Course:	Business
Course Title:	Marketing
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	This course provides a hands-on overview of key marketing concepts, tools, and methods of analysis and takes a practical approach to managing business affairs from a marketing perspective. The scope includes key elements of the marketing mix [product, price, promotion, distribution, people, process, and facilities, customer value and satisfaction, competitive analysis, marketing research, segmentation and targeting, branding and positioning, and consumer behavior.
Course Essential Questions:	<ul style="list-style-type: none"> ● What is the importance of marketing? ● How do external factors influence the marketing process? ● How do marketing strategies impact individuals, business, and society? ● Why are the 4 P's of the marketing mix necessary to reach consumers? ● Why is it important to know your target market? ● How will creating a positive business image and community goodwill help accomplish an effective public relations campaign?
Course Enduring Understandings:	<ul style="list-style-type: none"> ● Marketing is influenced by fundamental laws and principles. ● Marketing influences consumer behaviors through effective and targeted communications and promotions. ● Marketing meets consumer wants and needs with products and/or services that consumers may purchase. ● There are marketing concepts that are necessary to respond to market opportunities.
Duration & Credit:	1 year ; 1.0 credits

Course Materials/Resources:	Marketing Essentials - Glencoe/ McGraw Hill
FPS Course Academic Expectation(s):	<u>Creating and Constructing</u> The student transfers or extends constructed knowledge to draft and develop ideas, claims, products, or solutions. <u>Conveying Ideas</u> The student expresses ideas clearly and effectively for the intended purpose and specific audience.
Year at a Glance (Units):	Unit 1: Introduction to Marketing (10 weeks) Unit 2: Promotions (20 total weeks) Unit 3: Brand, Product, and Service Management (10 weeks) Unit 4: Promotions (20 total weeks)

Units

Unit Number and Title:	Unit 1: Introduction to Marketing
Duration:	10 weeks
Resource(s):	Marketing Essentials - Glencoe/ McGraw Hill
Unit Overview:	Lays out a base of knowledge for the entire course by providing an overview of marketing practices & principles.
Learning Goals	
Standard(s):	NBEA Standard(s): Marketing, IV. The Marketing Mix Marketing, I. Foundations of Marketing Marketing, II. Consumers and Their Behavior
Essential Question(s):	How can comprehension and implementation of marketing concepts provide success in the business world?
Enduring Understanding(s):	The 4 P's of marketing, an essential industry standard, (product, price, place, promotion), are a fundamental underpinning of all marketing processes
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Identifying the 4 P's of marketing are fundamental to effective practice in this discipline. ● Define Marketing ● Understanding the marketing concept is a focus on customers' needs and wants while generating a profit. ● To explain how consumers react differently to products perceived as needs versus wants. ● Compare the three benefits of marketing are new and improved products, lower prices, and added value (utility). ● Understand why market segmentation classifies people in a given market into smaller groups. ● Identify the four methods of segmenting a market are demographics, geographics, psychographics, and buying behavior.

Unit Number and Title:	Units 2 & 4: Promotions
Duration:	20 weeks
Resource(s):	Marketing Essentials - Glencoe/ McGraw Hill
Unit Overview:	Explores promotional strategies for selling goods and services or developing a business image.
Learning Goals	
Standard(s):	NBEA Standard(s): <ul style="list-style-type: none"> ● Marketing, I. Foundations of Marketing ● Marketing, IV. The Marketing Mix
Essential Question(s):	<ul style="list-style-type: none"> ● In what ways do communications and promotions achieve marketing goals? ● What are some examples of marketing communications and promotions? ● How can advertising shape the success of a business, institution, or cause? ● What are the ethical responsibilities when using advertising techniques?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● Marketing influences client behavior through effective and targeted communications and promotions. ● Advertising is a very effective medium for changing the behavior of individuals, and of societies.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Create effective promotional messages that appeal to specific targeted markets. ● Use promotion to inform people about products and services, enhance their public image and reputation, and persuade people their products are valuable. ● Understand why Nonprofit organizations use promotion to educate the public or advocate for change. ● Define promotion

- Identify the five basic categories of promotion are personal selling, advertising, direct marketing, sales promotion, and public relations.
- Use public relations fosters to create a favorable image about a business, its products, or its policies.
- Understand how publicity tries to place positive information about a business in the media. It is not advertising because it is free.
- Identifying the promotional mix is a combination of strategies and the allocation of resources to reach promotional goals.
- Distinguish why it is important to select appropriate promotional media to communicate with consumers.

Unit Number and Title:	UNIT 3: Brand, Product, and Service Management
Duration:	10 weeks
Resource(s):	Marketing Essentials - Glencoe/ McGraw Hill
Unit Overview:	Discusses the decisions a business makes in the production and sales of its products.
Learning Goals	
Standard(s):	NBEA Standard(s): Marketing, I. Foundations of Marketing
Essential Question(s):	<ul style="list-style-type: none"> ● How does a business develop a product? ● Why is product planning important to a business? ● How are packaging, branding, and labeling important in product planning? ● What are the effective elements of a successful product? ● How is the product life cycle used in marketing?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● Marketing meets customer needs and wants with products, services or ideas that customers can and will buy. ● There are concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Use a wide range of tools available to manage the marketing of products and services. ● Understand the steps in product development ● Identify the steps in the product life cycle ● Summarize the goal of product positioning ● Identify a brand is a name, term, design, or symbol (or a combination of these elements) that identifies a product or service. ● Recognize that brands can include a trade name, brand name, brand mark, trade character, and trademark.

- Compare the functions of packaging.