

GRADE LEVEL: 10th-12th

SUBJECT: Principles of Marketing

DATE: 2018-2019

MONTH/GRADING PERIOD: Q1

MASTER 4/9/19

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
ECONOMICS					
Students Establish the Nature of Marketing and how it Functions in a Marketing Oriented Economy and Marketing's Role in the Global Economy. <ul style="list-style-type: none"> • Goods • Services 	PMK-1.1: Distinguish between economic goods and services.	<ul style="list-style-type: none"> • Distinguish between economic goods and services. 	<ul style="list-style-type: none"> • Vocabulary • Good vs service activity 	<ul style="list-style-type: none"> • Goods • Services 	CRITICAL
<ul style="list-style-type: none"> • Economic Resource 	PMK- 1.2: Investigate the concept of economic resources.	<ul style="list-style-type: none"> • Investigate the concept of economic resources. 	<ul style="list-style-type: none"> • Vocabulary • Economic resources poster 	<ul style="list-style-type: none"> • Economic resources 	CRITICAL
<ul style="list-style-type: none"> • Economics • Economic Activities 	PMK- 1.3: Discuss the concepts of economies and economic activities.	<ul style="list-style-type: none"> • Discuss the concepts of economies and economic activities. 	<ul style="list-style-type: none"> • Vocabulary 	<ul style="list-style-type: none"> • Economics • Economic activity 	CRITICAL
<ul style="list-style-type: none"> • Society • Business 	PMK-1.4: Analyze the role of business in society.	<ul style="list-style-type: none"> • Analyze the role of business in society. 	<ul style="list-style-type: none"> • Vocabulary • Role/Function of Business in society presentation "A Day Without Business" 	<ul style="list-style-type: none"> • Business • Society 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> Marketing Global Economy 	PMK-1.5: Critique marketing and its importance in a global economy.	<ul style="list-style-type: none"> Critique marketing and its importance in a global economy. 	<ul style="list-style-type: none"> Vocabulary “Marketing- What’s is look like around the world” 	<ul style="list-style-type: none"> Marketing Global economy 	CRITICAL
<ul style="list-style-type: none"> Global trade 	PMK-1.6: Explain the nature of global trade.	<ul style="list-style-type: none"> Explain the nature of global trade. 	<ul style="list-style-type: none"> Vocabulary Global trade class exercise 	<ul style="list-style-type: none"> Global trade Trade barriers Embargo Quota Trading block 	IMPORTANT
Students Apply and Adapt the Importance of the Marketing Concept to the Competitive Market. <ul style="list-style-type: none"> Business Profit 	PMK-2.1: Connect factors affecting a business’s profit.	<ul style="list-style-type: none"> Connect factors affecting a business’s profit. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Profit Revenue Expenses 	IMPORTANT
<ul style="list-style-type: none"> Business Risk 	PMK-2.2: Assess factors affecting business risk.	<ul style="list-style-type: none"> Assess factors affecting business risk. 	<ul style="list-style-type: none"> Vocabulary Assessing a real businesses risks 	<ul style="list-style-type: none"> Risk 	IMPORTANT
<ul style="list-style-type: none"> Competition 	PMK-2.3: Explain the concept of competition.	<ul style="list-style-type: none"> Explain the concept of competition. 	<ul style="list-style-type: none"> Vocabulary Types of competition web 	<ul style="list-style-type: none"> Competition 	IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
MARKETING STRATEGIES					
Students Integrate Positive Relationships with Customers in Order to Enhance Company Image. <ul style="list-style-type: none"> • Strategy • Image • Position 	PMK-3.1: Determine strategy, image and position.	<ul style="list-style-type: none"> • Determine strategy, image and position. 	<ul style="list-style-type: none"> • Vocabulary 	<ul style="list-style-type: none"> • Strategy • Image • Position 	CRITICAL
<ul style="list-style-type: none"> • Company • Brand Promise 	PMK-3.2: Identify company's brand promise.	<ul style="list-style-type: none"> • Identify company's brand promise. 	<ul style="list-style-type: none"> • Vocabulary • Brand promise web activity 	<ul style="list-style-type: none"> • Brand promise 	CRITICAL
<ul style="list-style-type: none"> • Image • Employee • Performance 	PMK-3.3: Determine ways of reinforcing the company's image through employee performance.	<ul style="list-style-type: none"> • Determine ways of reinforcing the company's image through employee performance. 	<ul style="list-style-type: none"> • Vocabulary 	<ul style="list-style-type: none"> • Company image • Employee performance 	ADDITIONAL
<ul style="list-style-type: none"> • Customer-Service 	PMK-3.4: Demonstrate a customer-service mindset.	<ul style="list-style-type: none"> • Demonstrate a customer-service mindset. 	<ul style="list-style-type: none"> • Vocabulary 	<ul style="list-style-type: none"> • Customer-service 	ADDITIONAL
<ul style="list-style-type: none"> • Customer Inquiry 	PMK-3.5: Recognize and Respond to customer inquiries.	<ul style="list-style-type: none"> • Recognize and Respond to customer inquiries. 	<ul style="list-style-type: none"> • Vocabulary 	<ul style="list-style-type: none"> • Customer inquiry 	ADDITIONAL
<ul style="list-style-type: none"> • Conflict 	PMK-3.6: Solve conflicts with/for customers to encourage repeat business.	<ul style="list-style-type: none"> • Solve conflicts with/for customers to encourage repeat business. 	<ul style="list-style-type: none"> • Vocabulary • Conflict resolution sketch 		ADDITIONAL

GRADE LEVEL: 10th-12th

SUBJECT: Principles of Marketing

DATE: 2018-2019

MONTH/GRADING PERIOD: Q2

MASTER 04/09/19

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
PRODUCT/SERVICE MANAGEMENT					
Students Establish a Foundational Knowledge of Product/Service Management to Understand its Nature and Scope.	PMK-4.1: Apply the nature and scope of the product/service management function.	<ul style="list-style-type: none"> Apply the nature and scope of the product/service management function. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Product/Service Management 	IMPORTANT
<ul style="list-style-type: none"> Product Life Cycle Marketing Decision 	PMK-4.2: Identify the impact of product life cycles on marketing decisions.	<ul style="list-style-type: none"> Identify the impact of product life cycles on marketing decisions. 	<ul style="list-style-type: none"> Vocabulary The Story of Stuff video with assignment 	<ul style="list-style-type: none"> Product life cycle Marketing decision 	CRITICAL
<ul style="list-style-type: none"> Business Ethics Product/Service Management 	PMK-4.3: Define business ethics in product/service management.	<ul style="list-style-type: none"> Define business ethics in product/service management. 	<ul style="list-style-type: none"> Vocabulary Business ethics scenarios 	<ul style="list-style-type: none"> Business ethics 	CRITICAL
<ul style="list-style-type: none"> Product Information Product Features Product Benefits 	PMK-4.4: Use product information to identify the product features and benefits.	<ul style="list-style-type: none"> Use product information to identify the product features and benefits. 	<ul style="list-style-type: none"> Vocabulary Analyze a product assignment 	<ul style="list-style-type: none"> Product features Product benefits 	IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
PROMOTION					
Students Establish a Foundational Knowledge of Promotion to Understand its Nature and Scope. <ul style="list-style-type: none"> Promotion Marketing Function 	PMK-5.1: Explain the role of promotion as a marketing function.	<ul style="list-style-type: none"> Explain the role of promotion as a marketing function. 	<ul style="list-style-type: none"> Vocabulary Importance of Promotion in business 	<ul style="list-style-type: none"> Promotion Marketing function 	CRITICAL
<ul style="list-style-type: none"> Types of Promotion 	PMK-5.2: Compare and contrast the types of promotion.	<ul style="list-style-type: none"> Compare and contrast the types of promotion. 	<ul style="list-style-type: none"> Vocabulary Promotion web 	<ul style="list-style-type: none"> Types of promotion 	CRITICAL
<ul style="list-style-type: none"> Element of the Promotional Mix 	PMK-5.3: Identify the elements of the promotional mix.	<ul style="list-style-type: none"> Identify the elements of the promotional mix. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Elements of the promotional mix 	CRITICAL
	PMK-5.4: Describe the use of business ethics in promotion.	<ul style="list-style-type: none"> Describe the use of business ethics in promotion. 	<ul style="list-style-type: none"> Ethical vs Unethical promotional strategy assignment 		CRITICAL
Students Evaluate Promotional Channels Used to Communicate with Targeted Audiences. <ul style="list-style-type: none"> Advertising Media 	PMK-6.1: Differentiate types of advertising media, both traditional and electronic.	<ul style="list-style-type: none"> Differentiate types of advertising media, both traditional and electronic. 	<ul style="list-style-type: none"> Analyze advertising media types 	<ul style="list-style-type: none"> Advertising media 	IMPORTANT
<ul style="list-style-type: none"> Channels Targeted Audiences 	PMK-6.2: Use word-of-mouth channels used to communicate with targeted audiences.	<ul style="list-style-type: none"> Use word-of-mouth channels used to communicate with targeted audiences. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Word-of-mouth Target audiences 	ADDITIONAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> Direct Marketing Channel 	<p>PMK-6.3: Explain the nature of direct marketing channels.</p>	<ul style="list-style-type: none"> Explain the nature of direct marketing channels. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Direct marketing channel 	CRITICAL
<ul style="list-style-type: none"> Communication Channel Sales Promotion 	<p>PMK-6.4: Identify communications channels used in sales promotion.</p>	<ul style="list-style-type: none"> Identify communications channels used in sales promotion. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Communication channel Sales promotion 	ADDITIONAL
<ul style="list-style-type: none"> Public-Relations Activities 	<p>PMK-6.5: Explain communications channels used in public-relations activities.</p>	<ul style="list-style-type: none"> Explain communications channels used in public-relations activities. 	<ul style="list-style-type: none"> Vocabulary Public-Relation Sketch Show 	<ul style="list-style-type: none"> Public-relation activities 	ADDITIONAL

GRADE LEVEL: 10th-12th

SUBJECT: Principles of Marketing

DATE: 2018-2019

MONTH/GRADING PERIOD: Q3

MASTER 05/13/19

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
PRICING					
Students Connect the Strategy Dimensions of Price as it Relates to Setting Pricing Objectives and Policies. <ul style="list-style-type: none"> Pricing Function 	PMK-7.1: Recognize and explain the nature and scope of the pricing function.	<ul style="list-style-type: none"> Recognize and explain the nature and scope of the pricing function. 	<ul style="list-style-type: none"> Vocabulary 	<ul style="list-style-type: none"> Pricing function 	IMPORTANT
<ul style="list-style-type: none"> Business Ethics Pricing 	PMK-7.2: Describe the role of business ethics in pricing.	<ul style="list-style-type: none"> Describe the role of business ethics in pricing. 	<ul style="list-style-type: none"> Vocabulary Ethical scenarios in pricing 	<ul style="list-style-type: none"> Business ethics 	IMPORTANT
<ul style="list-style-type: none"> Technology 	PMK-7.3: Investigate the use of technology in pricing function.	<ul style="list-style-type: none"> Investigate the use of technology in pricing function. 	<ul style="list-style-type: none"> It costs how much, why? 		ADDITIONAL
<ul style="list-style-type: none"> Legal Consideration 	PMK-7.4: Explain legal considerations for pricing.	<ul style="list-style-type: none"> Explain legal considerations for pricing. 	<ul style="list-style-type: none"> Laws affecting prices 		IMPORTANT
<ul style="list-style-type: none"> Pricing Decisions 	PMK-7.5: Critique factors affecting pricing decisions.	<ul style="list-style-type: none"> Critique factors affecting pricing decisions. 	<ul style="list-style-type: none"> Pricing decision making activity 	<ul style="list-style-type: none"> Pricing decision 	IMPORTANT

CONTENT	STANDARAD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
DISTRIBUTION/ CHANNEL MANAGEMENT					
Students Establish Foundational Knowledge of Channel Management to Understand its Role in Marketing. <ul style="list-style-type: none"> Channel Management 	PMK-8.1: Recognize and explain the nature and scope of channel management.	<ul style="list-style-type: none"> Recognize and explain the nature and scope of channel management. 	<ul style="list-style-type: none"> Channel management flow chart Channel management video 	<ul style="list-style-type: none"> Channel management 	CRITICAL
<ul style="list-style-type: none"> Relationship Customer Service Channel Management 	PMK-8.2: Review the relationship between customer service and channel management.	<ul style="list-style-type: none"> Review the relationship between customer service and channel management. 	<ul style="list-style-type: none"> Customer service role playing, Customer vs Customer Service Representative 	<ul style="list-style-type: none"> Customer service Channel management 	IMPORTANT
<ul style="list-style-type: none"> Channels of Distribution 	PMK-8.3: Identify the nature of channels of distribution.	<ul style="list-style-type: none"> Identify the nature of channels of distribution. 	<ul style="list-style-type: none"> Channels of Distribution pathways assignment 	<ul style="list-style-type: none"> Channels of Distribution 	CRITICAL
<ul style="list-style-type: none"> Time Place Possession Utility 	PMK-8.4: Assess relationship between channels of distribution to time, place, and possession utility.	<ul style="list-style-type: none"> Assess relationship between channels of distribution to time, place, and possession utility. 	<ul style="list-style-type: none"> Channels of Distribution web map 	<ul style="list-style-type: none"> Time Place Possession Utility 	CRITICAL
<ul style="list-style-type: none"> Legal Consideration in Channel Management 	PMK-8.5: Explain legal considerations in channel management.	<ul style="list-style-type: none"> Explain legal considerations in channel management. 	<ul style="list-style-type: none"> Laws affecting channel management 		IMPORTANT
<ul style="list-style-type: none"> Ethical Considerations in Channel Management 	PMK-8.6: Describe ethical considerations in channel management.	<ul style="list-style-type: none"> Describe ethical considerations in channel management. 	<ul style="list-style-type: none"> Ethical scenarios in channel management 		IMPORTANT

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
MARKETING INFORMATION MANAGEMENT					
Students Establish Foundational Knowledge of Marketing-Information Management to Understand its Nature and Scope. <ul style="list-style-type: none"> Marketing Information 	PMK-9.1: Analyze the need for marketing information.	<ul style="list-style-type: none"> Analyze the need for marketing information. 	<ul style="list-style-type: none"> What is marketing information? 	<ul style="list-style-type: none"> Marketing Information 	CRITICAL
<ul style="list-style-type: none"> Information Marketing Decision Making 	PMK-9.2: Identify information monitored for marketing decision making.	<ul style="list-style-type: none"> Identify information monitored for marketing decision making. 	<ul style="list-style-type: none"> Types of Information 	<ul style="list-style-type: none"> Marketing decision making 	CRITICAL
<ul style="list-style-type: none"> Marketing Information Management Function 	PMK-9.3: Investigate the nature and scope of the marketing information management function.	<ul style="list-style-type: none"> Investigate the nature and scope of the marketing information management function. 	<ul style="list-style-type: none"> Who manages all that data? 	<ul style="list-style-type: none"> Marketing information management function 	ADDITIONAL
<ul style="list-style-type: none"> Ethics in Marketing-Information Management 	PMK-9.4: Explain the role of ethics in marketing-information management.	<ul style="list-style-type: none"> Explain the role of ethics in marketing-information management. 	<ul style="list-style-type: none"> Ethical scenarios in marketing-information management 		IMPORTANT
<ul style="list-style-type: none"> Regulation 	PMK-9.5: Examine the regulation of marketing-information management.	<ul style="list-style-type: none"> Examine the regulation of marketing-information management. 	<ul style="list-style-type: none"> Where does all that information go? 	<ul style="list-style-type: none"> Regulation 	IMPORTANT

GRADE LEVEL: 10th-12th

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MONTH/GRADING PERIOD: Q4

MASTER 05/13/19

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
MARKET PLANNING					
Students Synthesize Marketing-Research Activities to Show Command of their Nature and Scope. <ul style="list-style-type: none"> Marketing Research 	PMK-10.1: Investigate the nature of marketing research.	<ul style="list-style-type: none"> Investigate the nature of marketing research. 	<ul style="list-style-type: none"> What is Market Research? 	<ul style="list-style-type: none"> Market research 	CRITICAL
<ul style="list-style-type: none"> Problems/Issues within Marketing Research 	PMK-10.2: Recognize and explain the nature of marketing research problems/issues.	<ul style="list-style-type: none"> Recognize and explain the nature of marketing research problems/issues. 	<ul style="list-style-type: none"> Problems/Issues within Market Research 		CRITICAL
Students Integrate Marketing-Research Design Considerations to Evaluate their Appropriateness for the Research Problem/Issue. <ul style="list-style-type: none"> Marketing Research Studies 	PMK-11.1: Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual).	<ul style="list-style-type: none"> Identify methods used to design marketing research studies (i.e. descriptive, exploratory, and casual). 	<ul style="list-style-type: none"> Methods to designing marketing research 	<ul style="list-style-type: none"> Descriptive Exploratory Casual 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
<ul style="list-style-type: none"> Primary Research Secondary Research 	PMK-11.2: Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research).	<ul style="list-style-type: none"> Assess options businesses use to obtain marketing-research data (i.e. primary and secondary research). 	<ul style="list-style-type: none"> Primary vs Secondary Research 	<ul style="list-style-type: none"> Primary research Secondary research 	CRITICAL
<ul style="list-style-type: none"> Sampling plans 	PMK-11.3: Discuss the nature of sampling plans (i.e. who, how many, how chosen).	<ul style="list-style-type: none"> Discuss the nature of sampling plans (i.e. who, how many, how chosen). 	<ul style="list-style-type: none"> Types of Sampling data 	<ul style="list-style-type: none"> Sampling 	CRITICAL
<p>Students Analyze Data-Collection Methods to Evaluate their Appropriateness for the Research Problem/Issue.</p> <ul style="list-style-type: none"> Data-Collection Methods 	PMK-12.1: Identify data-collection methods.	<ul style="list-style-type: none"> Identify data-collection methods. 	<ul style="list-style-type: none"> Types of Data-Collection methods 	<ul style="list-style-type: none"> Data-collection methods 	CRITICAL
<ul style="list-style-type: none"> Instruments 	PMK-12.2: Diagnose characteristics of effective data-collection instruments.	<ul style="list-style-type: none"> Diagnose characteristics of effective data-collection instruments. 	<ul style="list-style-type: none"> Characteristics of effective data-collection 		IMPORTANT
<p>Students Connect Marketing-Information to Develop a Marketing Plan.</p> <ul style="list-style-type: none"> Market Market Identification 	PMK-13.1: Differentiate the concept of market and market identification.	<ul style="list-style-type: none"> Differentiate the concept of market and market identification 	<ul style="list-style-type: none"> Market vs Market Identification 	<ul style="list-style-type: none"> Market identification 	CRITICAL

CONTENT	STANDARD INDICATORS	SKILLS	ASSESSMENT	VOCAB	PRIORITY
Students Establish a Foundational Knowledge of Selling to Understand its Nature and Scope. <ul style="list-style-type: none"> Selling 	PMK-14.1: Define the nature and scope of selling.	<ul style="list-style-type: none"> Define the nature and scope of selling. 	<ul style="list-style-type: none"> What is selling? Selling a gallon of milk. 	<ul style="list-style-type: none"> Selling 	CRITICAL
<ul style="list-style-type: none"> Clientele 	PMK-14.2: Assess the key factors of building a clientele and the role of customer service in selling.	<ul style="list-style-type: none"> Assess the key factors of building a clientele and the role of customer service in selling. 	<ul style="list-style-type: none"> How to build a relationship with clientele. 	<ul style="list-style-type: none"> Clientele 	IMPORTANT
<ul style="list-style-type: none"> Selling Policies Selling Regulations 	PMK-14.3: Differentiate company selling policies from selling regulations.	<ul style="list-style-type: none"> Differentiate company selling policies from selling regulations. 	<ul style="list-style-type: none"> Compare a company's policy to selling regulations 	<ul style="list-style-type: none"> Selling policy Selling regulations 	IMPORTANT
<ul style="list-style-type: none"> Ethics of Selling 	PMK-14.4: Apply and adapt the ethics of selling.	<ul style="list-style-type: none"> Apply and adapt the ethics of selling. 	<ul style="list-style-type: none"> Ethical vs Unethical selling practices 		CRITICAL
<ul style="list-style-type: none"> Technology 	PMK-14.5: Review the use of technology in selling.	<ul style="list-style-type: none"> Review the use of technology in selling. 	<ul style="list-style-type: none"> Selling before the internet, was it possible? 		IMPORTANT
Students Integrate Sales Processes and Techniques to Enhance Customer Relationships and Increase Sales. <ul style="list-style-type: none"> Sales Processes and Techniques 	PMK-15.1: Make and support data-driven decisions using the sales processes and techniques.	<ul style="list-style-type: none"> Make and support data-driven decisions using the sales processes and techniques. 	<ul style="list-style-type: none"> Sales Processes vs Sales Techniques Selling Scenarios 	<ul style="list-style-type: none"> Sales processes Sales techniques 	IMPORTANT
<ul style="list-style-type: none"> Motivational Theories 	PMK-15.2: Define motivational theories that effect buying behavior.	<ul style="list-style-type: none"> Define motivational theories that effect buying behavior. 	<ul style="list-style-type: none"> Motivational Theory Research Paper 	<ul style="list-style-type: none"> Motivational theories 	IMPORTANT

