

MYP Marketing Essentials

9th - 12th Grade

- A1 9-10.RST.4 - Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9-10 texts and topics.
- A2 Define the role of listening in communication.
- A3 Identify the marketing concept.
- A4 Identify the differences between goods and services.
- A5 Explain and demonstrate the concepts of target market and market segmentation.
- A6 Demonstrate how to determine customer needs.
- A7 Identify the steps in a marketing plan and a business plan.
- B8 Identify ways to prepare for and initiate a sale.
- B9 Research the target market to determine customer needs and wants.
- B10 Create print ads that accurately represent USPs that appeal to the customer.
- B11 Use acquired data to justify selling approach.
- B12 Apply product branding knowledge to the specific product and TM.
- B13 Utilize layout strategies to create visually effective images.
- C14 9-10.RST.7 - Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
- C15 Combine the gathering of information with the proposed solution to refine the concept.
- C16 Explain conflict resolution techniques.
- C17 Clarify the concept of marketing utilities.
- C18 Identify and apply the marketing mix.
- C19 Demonstrate suggestion selling.
- C20 Demonstrate sales closing techniques.
- C21 Identify different types of advertising media.
- D22 9-10.WHST.6 - Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.
- D23 9-10.WHST.8 - Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.

- D24 Demonstrate the steps in a SWOT analysis.
- D25 Explain and demonstrate media costs.
- D26 Identify the components of print ads.
- D27 Interpret branding strategies.
- D28 Handle customer complaints during a sale.