

WGSD Curriculum
Business Department

Course: Marketing II ACC

Grade Level: 12

LG 1 Public Events

High Priority Standards	
<p>NBEA Standards Marketing I. Foundations of Marketing Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p>	
Learning Goal	Proficiency Scale
<p>Students will understand how to market public events</p>	<p>Level 4: Student demonstrates an in-depth inference or advanced application or innovates with the learning goal.</p> <p>Level 3: Student demonstrates mastery with the learning goal as evidenced by:</p> <ul style="list-style-type: none"> • Relating advances in entertainment technology to changes in distribution of events. • Comparing factors that contribute to the growth of the public event industry. • Comparing and explaining different types of events and the marketing they require. • Applying the five P's of event marketing (product, place, price, public relations, positioning). • Defining the event triangle (event, sponsor, fan) for different types of public events. • Explaining the concept of revenue streams and why they are important

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	<p>to an organization.</p> <p>Level 2: Student demonstrates he/she is nearing proficiency by:</p> <ul style="list-style-type: none">• Recognizing and recalling specific vocabulary, such as: cross promotion, customer loyalty, discretionary income, entertainment, entertainment marketing, event triangle, intangible product attributes, perishability, sports marketing.• Performing processes such as:<ul style="list-style-type: none">○ Defining the seven key marketing functions.○ Explaining the concept of revenue streams and why they are important to an organization.○ Identifying how entertainment companies generate revenue.○ Identifying promotional messages that appeal to targeted markets. <p>Level 1: Student demonstrates a limited understanding or skill with the learning goal.</p>
<p style="text-align: center;">Learning Design</p> <ul style="list-style-type: none">• Students will pick an athlete and/or celebrity and conduct online research.• Students will compare and contrast past a past celebrity with a current celebrity and identify a target market and product promotions.	

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LG 2 Products and Services

High Priority Standards	
<p>NBEA Standards Marketing II. Consumers and Their Behavior Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.</p>	
Learning Goal	Proficiency Scale
<p>Students will understand how to market products and services through public events.</p>	<p>Level 4: Student demonstrates an in-depth inference or advanced application or innovates with the learning goal.</p> <p>Level 3: Student demonstrates mastery with the learning goal as evidenced by:</p> <ul style="list-style-type: none"> • Determining factors that have impacted the growth of sponsorship. • Analyzing the reasons a company would engage in sponsorship. • Determining what criteria must be met for a sponsorship to be effective. • Illustrating the concept of ambush marketing. • Explaining the use of celebrity/influencer as a word of mouth strategy. <p>Level 2: Student demonstrates he/she is nearing proficiency by:</p> <ul style="list-style-type: none"> • Recognizing and recalling specific vocabulary, such as: sponsor, cause marketing, ambush marketing, product placement, spot commercial, endorsement, promotional mix. • Performing processes such as:

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- Describing the market for sports and entertainment.
- Listing the tools used in promotion.
- Defining and offer an example of cause marketing.
- Identifying ways a company might implement sponsorship programs.

Level 1: Student demonstrates a limited understanding or skill with the learning goal.

Learning Design

- Students will develop a sponsorship plan for their group Sports and Entertainment Event Marketing Project and the Jim Schoemehl 5K Run for ALS.
- Students will meet with and present the sponsorship proposals to local businesses and secure financial or product sponsorship for their events.

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LG 3 Communication

High Priority Standards	
<p>NBEA Standards Communication</p> <p>I. Foundations of Communication Achievement Standard: Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.</p> <p>II. Societal Communication Achievement Standard: Apply basic social communication skills in personal and professional situations.</p> <p>III. Workplace Communication Achievement Standard: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.</p>	
Learning Goal	Proficiency Scale
<p>Students will be able to communicate in professional situations.</p>	<p>Level 4: Student demonstrates an in-depth inference or advanced application or innovates with the learning goal.</p> <p>Level 3: Student demonstrates mastery with the learning goal as evidenced by:</p> <ul style="list-style-type: none"> • Preparing written business communications using appropriate format for the situation. • Demonstrating oral communications skills needed for business situations. • Determining which information is important to address within the marketing plan. • Interpreting others' nonverbal cues.

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- Adapting communication to the cultural and social differences

Level 2: Student demonstrates he/she is nearing proficiency by:

- Recognizing and recalling specific vocabulary, such as: press release, public relations, audience, impression, headline, copy, marketing plan, mission statement, SWOT Analysis, message, encoding, decoding, message channel, receiver, feedback, email, cc, bcc, tweet, blog, social media, viral, hash tag, trending, microblogging, text messaging, blogosphere, Twitter, podcast.
- Performing processes such as:
 - Identifying the key components of the marketing plan.
 - Identifying understanding the financials within the marketing plan.
 - Explaining the nature of effective communication.
 - Understanding the fundamental concepts behind social media.

Level 1: Student demonstrates a limited understanding or skill with the learning goal.

Learning Standards

Students know how to:

- Compose a mission statement.
- Give verbal directions.
- Handle telephone calls in a businesslike manner.
- Make oral presentations.
- Explain the purpose of a situation or SWOT analysis.

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Learning Design

- Students will prepare SWOT analysis for their SEM projects.
- Students will develop a mission statement for the Jim Schoemehl 5K Run and our DECA Chapter.
- Students will also be responsible for writing and submitting press releases to the media for the SEM project, 5K Run and DECA events.
- Students will conduct both phone interviews and web based video interviews.

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LG 4 Endorsements and Sponsorship

High Priority Standards	
NBEA Standards Marketing IV. The Marketing Mix Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	
Learning Goal	Proficiency Scale
Students will understand the impact of endorsement and sponsorship opportunities.	Level 4: Student demonstrates an in-depth inference or advanced application or innovates with the learning goal. Level 3: Student demonstrates mastery with the learning goal as evidenced by: <ul style="list-style-type: none">Analyzing cost/benefits of company participation in community activities.Creating a public relations campaign around an endorsement or sponsorship.Creating promotional signage for an event.Collaborating in the design of slogans/taglines.Developing a strategy for creating special event.Developing a promotional calendar.Implementing sponsorship programs.

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Level 2: Student demonstrates he/she is nearing proficiency by:

- Recognizing and recalling specific vocabulary, such as: press release, public relations, audience, impression, headline, copy, marketing plan, mission statement, SWOT Analysis, message, encoding, decoding, message channel, receiver, feedback, email, cc, bcc, tweet, blog, social media, viral, hash tag, trending, microblogging, text messaging, blogosphere, Twitter, podcast.
- Performing processes such as:
 - Defining and offer examples of sponsorship.
 - Understanding why a company would engage in sponsorship.
 - Explaining what criteria must be met for a sponsorship to be effective.
 - Explaining the use of celebrities as a word of mouth strategy in promotion.
 - Identifying three factors that have impacted the growth of sponsorship.

Level 1: Student demonstrates a limited understanding or skill with the learning goal.

Learning Design

- Students will brainstorm local celebrities and possible endorsement opportunities with local businesses.
- Students will analyze a current endorsement or sponsorship contract between our school and the local business.