

Marketing Curriculum Map and Pacing Guide

		<ul style="list-style-type: none"> ○ Conducting a Situation Analysis ○ The Internal Environment ○ The Customer Environment ○ The External Environment ○ Collecting Marketing Data and Information <p>Duration: Approx 2 Weeks</p>	<p>Mission statement Vision statement Key Performance Indicators (KPI) SWOT analysis SWOT matrix Strengths Weaknesses Opportunities Threats Executive summary Marketing objectives Goals Marketing control Continuity planning Crisis management Synthetic customer visión</p> <p>Big Data Analytics Insights Data Internal environment Metrics Dashboard Predictive analytics 5W Model Derived demand External environment Brand competitors Product competitors Generic competitors Total Budget competitors Frontstage technology Backstage technology Cultural values Direct observations Focus groups Surveys</p>	
--	--	---	---	--

Marketing Curriculum Map and Pacing Guide

			Experiments	
October	<ul style="list-style-type: none"> MK 1-2; 5-6; 8-10 	<p>Chapter 4: Developing Competitive Advantage and Strategic Focus</p> <ul style="list-style-type: none"> Why innovative Companies Succeed Making SWOT Analysis Productive SWOT-Driven Strategic Planning Developing and Leveraging Competitive Advantages Establishing a Strategic Focus Developing Marketing Goals and Objectives <p>Duration: Approx 2 Weeks</p>	<p>Right-side-up thinking Upside-down thinking Outside-in thinking Capability Operational excellence Product leadership Customer intimacy Strategic focus Strategy canvas</p>	<p>Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects</p>
October-November	MK 1-2; 5-6; 8-10	<p>Chapter 5: Customers, Segmentation, and Target Marketing</p> <ul style="list-style-type: none"> How Social Media Segmentation impacts Strategy Buyer Behavior in Consumer Markets Buyer Behavior in Business Markets Market Segmentation Identifying Market Systems Target Market Strategies <p>Duration: Approx 2 Weeks</p>	<p>Need Want Evoked set Buying center Hard costs Soft costs Mass marketing Multisegment approach Market concentration Niche market One-to-one marketing Mass customization Permission marketing Behavioral segmentation Single segment marketing Selective targeting Product specialization Market specialization</p>	<p>Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects</p>
November	<ul style="list-style-type: none"> MK 1-2; 5-6; 8-10 	<p>Chapter 6: The Marketing Program</p>	<p>Marketing program Consumer products Business products</p>	<p>Quizzes, Chapter Exams, Short Answer Responses, Classroom</p>

Marketing Curriculum Map and Pacing Guide

		<ul style="list-style-type: none"> ○ Tesla Veers Away From Traditional Marketing Strategy ○ Product Strategy ○ Pricing Strategy ○ Supply Chain Strategy ○ Integrated Marketing Communications ○ Personal Selling and Sales Management <p>Duration: Approx 2 Weeks</p>	Product line Product mix Portfolio Variety Assortment Breakeven pricing Cost-plus pricing Price elasticity Customer churn Contact efficiency Omnichannel Exclusive distribution Selective distribution Intensive distribution Slotting allowances Push strategy Pull strategy Personal selling Sales promotion	Activities, Homework, and Projects
December	<ul style="list-style-type: none"> ● MK 1-2; 5-6; 8-10 	Chapter 7: Branding and Positioning <ul style="list-style-type: none"> ○ is It Really Made in the USA? ○ Strategic Issues in Branding ○ Differentiation and Positioning ○ Managing Brands Over Time <p>Duration: Approx 2 Weeks</p>	Brand Brand name Brand mark Manufacturer brands Private-label brands Individual branding Family branding Cobranding Brand licensing Brand equity Brand associations Differentiation	Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects
December-January	<ul style="list-style-type: none"> ● MK 1-2; 5-6; 8-10 	Chapter 8: Ethics and Social Responsibility in Marketing Strategy <ul style="list-style-type: none"> ○ Salesforce Adopts a Stakeholder Orientation ○ Ethics and Social Responsibility in Marketing Strategy ○ Ethical Issues in Marketing Program 	Positioning Perceptual map Strategy canvas Development stage Introduction stage Growth stage Maturity stage Decline stage Harvesting Divesting	Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects

Marketing Curriculum Map and Pacing Guide

		<ul style="list-style-type: none"> ○ Managing and Controlling Ethical issues ○ Relationship to Marketing and Financial Performance ○ Incorporating Ethics and Social Responsibility into Strategic Planning <p>Duration: Approx 2 Weeks</p>	Cause-related marketing Strategic philanthropy Social entrepreneurship Sustainability Greenwashing Ethical issue Price discrimination Price fixing Predatory pricing Superficial discounting Bribery Stakeholder orientation	
January	<ul style="list-style-type: none"> • MK 1-2; 5-6; 8-10 	Chapter 9: Marketing Implementation and Control <ul style="list-style-type: none"> ○ Managing Risk Through Culture ○ Strategic Issues in Marketing implementation ○ Approaches to Marketing Implementation ○ Internal Marketing and Marketing Implementation ○ Evaluating and Controlling Marketing Activities <p>Duration: Approx 2 Weeks</p>	Intended marketing strategy Realized marketing strategy Shared goals and values Marketing structure Implementation by command Implementation through consensus Implementation as organizational culture Internal marketing Internal products Internal prices internal distribution Internal promotion Formal marketing controls Informal marketing controls	Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects
	<ul style="list-style-type: none"> • MK 1-2; 5-6; 8-10 	Chapter 10: Developing and Maintaining Long-Term Customer Relationships <ul style="list-style-type: none"> ○ 1-800-Flowers Focuses on Customers ○ Managing Customer Relationships ○ Quality and Value: The Keys to Developing Customer Relationships 	Customer relationship management (CRM) Relationship capital Customer advocacy Share of customer Customer success Core product Supplemental products Symbolic and experiential attributes Transactional costs	Quizzes, Chapter Exams, Short Answer Responses, Classroom Activities, Homework, and Projects

Marketing Curriculum Map and Pacing Guide

		<ul style="list-style-type: none">○ Customer Satisfaction: The Key to Customer Retention	<ul style="list-style-type: none">Life cycle costsNonmonetary costsValue consumption gap	
--	--	--	--	--

- Marketing Common Career Technical Core Standards (Learning that Works for America CTE):
 - MK 1: Describe the impact of economics, economic systems, and entrepreneurship on marketing
 - MK 2: Implement marketing research to obtain and evaluate information for the creation of a marketing plan
 - MK 5: Describe career opportunities and means to achieve those opportunities in each of the Marketing Career Pathways
 - MK 6: Select, monitor, and manage sales and distribution channels
 - MK 8: Obtain, develop, maintain, and improve a product or service mix in response to market opportunities
 - MK 9: Communicate information about products, services, images, and/or ideas to achieve a desired outcome
 - MK 10: Use marketing strategies and processes to determine and meet client needs and wants