



## **Marketing I**

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## General Course Information

<b>Course Name: Marketing I</b>	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 yr/1.0 credit	Prerequisites: none
BOE Approval Date:	Course Code H5325
<b>Course Description:</b>	
<p>Marketing is key to how businesses get their products to consumers. Marketing I will focus on multiple marketing functions where students will learn strategies including product development and selling. This course prepares students to use marketing concepts in current and future careers. Students enrolled in Marketing I are eligible to join student business organizations (DECA &amp; FBLA).</p>	
<b>Course Rationale:</b>	
<p>Demand for marketing savvy students is growing in both the marketing and business community. Skills learned also allow students to become more informed consumers and productive employees.</p>	
<b>Course Objectives:</b>	
<p>The student will investigate the theory of supply and demand in marketing situations, analyze the global link between economic goods and services and compare and contrast different economic systems. (A+ Research)</p> <p>The student will develop and discuss target markets and the marketing mix strategies for a product. (A+ Speaking &amp; Listening)</p> <p>The student will design a new product and write a positioning and branding strategy. (A+ Writing)</p> <p>The student will read about and compare and contrast various pricing strategies. (A+ Reading)</p> <p>The student will develop a promotional strategy.</p> <p>The student will analyze the steps of the selling function.</p> <p>The student will explain and discuss career sustaining skills.</p>	

<b>Standards Alignment:</b>
List standard set(s) to which course has been aligned  MBA Research Standards

<b>Power Standards</b>
List Standards -

<b>Unit I:</b> Business Foundations & Economics	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Understands the economic principles and concepts fundamental to business operations	I can . . . <ul style="list-style-type: none"> <li>• Explain types of business ownerships</li> <li>• Define the four types of economic utilities and explain how these are used to increase value</li> <li>• Distinguish between economic goods and services</li> <li>• Explain the principles of supply and demand</li> <li>• Determine factors affecting profit and risk</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Students will consider: How does the economy impact marketing and marketing impact the economy?	Students will understand that: The economy impacts both the business and consumer world.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> sole proprietorship, partnership, corporation, merger, consolidation, expansion, franchise, limited-liability company, product trade-name franchise, and business-format franchise. want, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods, Economic Utility, want, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods	
<b>Additional Information:</b>	

<b>Unit II:</b> Marketing Fundamentals	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
<p>Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience</p> <p>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p>	<p>I can . . .</p> <ul style="list-style-type: none"> <li>• Explain marketing and its importance in a global economy</li> <li>• Describe marketing functions and related activities</li> <li>• Explain the concept of marketing strategies</li> <li>• Explain the concept of market and market identification</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
How does marketing impact people?	Marketers use marketing strategies to make decisions in the business world that impact consumers' lives.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> marketing, marketing concept, channel management, marketing-information management, pricing, product/service management, promotion, and selling, marketing mix, product, place, promotion, price, goals, strategies, and tactics market, target market, mass marketing, marketing segments, market segmentation, demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation.	
<b>Additional Information:</b>	

<b>Unit III:</b> Product/Service Management	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
<p>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization</p> <p>ISTE Standard: 2. Digital Citizen- Students recognize the rights, responsibilities, and opportunities for living, learning and working in an interconnected digital world, and they act in ways that are safe, legal and ethical. B. engage in positive, safe, legal and ethical behavior when using technology, including social interactions online or when using networked devices.</p>	<p>I can . . .</p> <ul style="list-style-type: none"> <li>• Explain the nature and scope of the product/service management function</li> <li>• Identify the impact of product life cycles on marketing decisions</li> <li>• Describe the use of technology in the product/service management</li> <li>• Explain business ethics in product/service management</li> <li>• Identify methods/techniques to generate a product idea</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Why are new products developed?	Products must be developed and maintained to continue to satisfy customers needs and remain competitive in the marketplace.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> product life cycle, service management functions, business ethics, lateral thinking, analogies, associations, brainstorming, synectics, sketching and doodling, forced questioning, and morphological analysis.	
<b>Additional Information:</b>	

<b>Unit IV:</b> Pricing	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value	I can . . . <ul style="list-style-type: none"> <li>• Explain the nature and scope of the pricing function</li> <li>• Describe the role of business ethics in pricing</li> <li>• Explain the use of technology in the pricing function</li> <li>• Explain factors affecting pricing decisions</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
What gives something value?	Consumers have different ideas of a product's value.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> pricing objective, volume pricing, gross profit, return on investment, net profit, total assets, break-even point, product life cycle, introduction, growth, maturity, decline, pricing decisions, promotion decisions, place decisions, and product decisions, brainstorming,	
<b>Additional Information:</b>	

<b>Unit V:</b> Promotion	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome	<p>I can . . .</p> <ul style="list-style-type: none"> <li>• Explain the role of promotion as a marketing function</li> <li>• Identify the elements of the promotional mix</li> <li>• Describe the use of business ethics in promotion</li> <li>• Describe the use of technology in the promotion function</li> <li>• Explain types of advertising media</li> <li>• Explain types of sales promotion</li> <li>• Explain types of public relations</li> <li>• Create a promotional plan for an event</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
How do consumers learn about products?	Businesses must create a variety of communication channels to persuade consumers to purchase.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> product promotion, primary product promotion, secondary product promotion, institutional promotion, public service, public relations, and patronage, promotional mix, advertising, personal selling, publicity and sales promotion, advertising media,	
<b>Additional Information:</b>	



<b>Unit VI:</b> Selling	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
<p>Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities</p> <p>Understands the techniques and strategies used to foster positive, ongoing relationships with customers</p>	<p>I can . .</p> <ul style="list-style-type: none"> <li>• Demonstrate a customer-service mindset</li> <li>• Interpret business policies to customers/clients and handle difficult customers</li> <li>• Explain the nature and scope of the selling function</li> <li>• Explain the role of customer service as a component of selling relationships</li> <li>• Explain the selling process</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
How does the selling function impact consumer buying decisions?	<p>The selling function is rapidly changing as consumer's needs and desires change.</p> <p>Technology is constantly changing the selling function.</p>
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b> rapport, reciprocity, mirroring, and affinity, selling functions.	
<b>Additional Information:</b>	

<b>Unit VII:</b> Career	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	I can . . . <ul style="list-style-type: none"> <li>• Explain employment opportunities in marketing</li> <li>• Identify sources of career information</li> </ul>
<b>Essential Questions</b>	<b>Enduring Understandings</b>
What job opportunities can marketing open up for you?	Marketing is an essential part of all career areas.
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:(types of careers)Marketing research, Advertising; Product management; Channel management; Sales; Retailing; Service marketing; Customer service; Public relations</b>	
<b>Additional Information:</b>	