



Marketing II

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General Course Information

Course Name: Marketing II	
Department: Business & Marketing	Grade Level(s): 11-12
Duration/Credits: 1 yr/1.0 credit	Prerequisites: Successful completion of one of the following courses: Marketing I, Social Media Advertising, Sports & Entertainment Marketing or Entrepreneurship I
BOE Approval Date:	Course Code H5330W
Course Description:	
<p>Marketing is key to how businesses get their products to consumers. Marketing II will focus on advanced marketing functions where students will learn strategies including marketing information management and integrated marketing communications. This course prepares students to use advanced marketing concepts in current and future careers. Students enrolled in Marketing II are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Demand for marketing savvy students is growing in both the marketing and business community. Marketing II builds upon previously learned skills to develop students' sophistication in marketing strategies. Skills learned also allow students to become more informed consumers and productive employees.</p>	
Course Objectives:	
<p>The student will develop research tools, gather and analyze data and report findings and conclusions. (A+ Research)</p> <p>The student will read about and compare and contrast channel management strategies. (A+ Reading)</p> <p>The student will create components of an integrated marketing communications plan. (A+ Writing)</p> <p>The student will explain and discuss career sustaining skills. (A+ Speaking & Listening)</p>	

Standards Alignment:
List standard set(s) to which course has been aligned

Power Standards

List Standards -

Unit 1: Marketing Research	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions</p> <p>ISTE Standard: 2. Digital Citizen- Students recognize the rights, responsibilities and opportunities of living, learning and working in an interconnected digital world, and they act in ways that are sage, legal and ethical.</p> <p>D. Manage their personal data to maintain digital privacy and security and are aware of data-collection technology used to track their navigation online.</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Describe the need for marketing data • Identify data monitored for marketing decision making • Explain the nature and scope of the marketing-information management function • Explain the role of ethics in marketing-information management • Describe the use of technology in the marketing-information management function • Explain the nature of marketing research and problems/issues • Describe data-collection methods
Essential Questions	Enduring Understandings
How important are consumer's opinions to businesses?	Marketing information is critical in determining marketing strategies.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: marketing information, marketing-information management system, and marketing research marketing research, secondary research, primary research, decision problem, variables, unit of analysis, research objectives, quantitative(surveys, tracking, experiments) and qualitative data(personal interviews, focus groups,	

observational research).
Additional Information:

Unit II: Channel Mgmt	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels	I can . . . <ul style="list-style-type: none"> • Explain the nature and scope of channel management • Explain the nature of channels of distribution • Describe the use of technology in the channel management function • Explain the concept of supply chain
Essential Questions	Enduring Understandings
How do products get to the consumers?	The distribution function is rapidly changing to meet consumer demand. Technology is constantly changing the distribution function.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: channel, channel intensity, channel length, distribution patterns, exclusive distribution, selective distribution, and intensive distribution, channels of distribution, producer, ultimate consumer, industrial user, middlemen, intermediaries, retailers, wholesalers, agents, direct channels, and indirect channels, brand identity, values, brand cues, brand personality, touch points, brand promise, and corporate brands	
Additional Information:	

Unit III: Integrated Marketing Communication	Duration:
Unit Description:	
Unit Standards	Key Learning Targets
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"> • Explain the nature of marketing planning • Explain the nature of corporate branding • Describe factors used by marketers to position products/services • Describe the regulation of promotion • Explain promotional channels used to communicate with targeted audiences • Identify communications channels used in sales promotion • Explain communications channels used in public-relations activities • Explain the components of advertisements • Explain the importance of coordinating elements in advertisements
Essential Questions	Enduring Understandings
How do consumers learn about products? How do businesses convey a consistent message to consumers?	Businesses must create a variety of communication channels to persuade consumers to purchase.
Resources:	
Previous knowledge and skills needed:	

Key Unit Vocabulary: word of mouth marketing, buzz marketing, viral marketing, community marketing, grassroots marketing, evangelist marketing, product seeding, influencer marketing, cause marketing,, free-standing insert (FSI), coupons, rebates, push money, point-of-sale displays, trade allowances, dealer loaders, contests, sweepstakes, games, loyalty programs, demonstrations, personal appearances, advertising-support programs, co-op advertising, trade-in promotions, samples, premiums, free products, promotional products, trade shows, push strategies, pull strategies, conversation creation, brand blogging, referral programs, social networks.
Additional Information:

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