

Chapter	Topics	Activities	Objectives
Chapter 1: Marketing Today and Tomorrow	What is Marketing? Business Needs Marketing The Marketing Concept The Changing Role of Marketing <i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i>	<ul style="list-style-type: none"> ● Chapter 1 Powerpoint ● 1920's Billboard ● Business Article ● Evolution of Marketing ● Determining Target Audience ● Marketing Mix ● Marketing Functions Poster ● 4 C's ● 9 Core MKT ● Functions of Marketing ● Service Marketing Mix ● Study Guide ● SGO ● Chapter 1 Quiz ● Chapter 1 Test 	<ul style="list-style-type: none"> ● Students will be able to understand the importance of studying marketing and describe the nine marketing functions.
Chapter 2: Socially Responsible Marketing	The Impact of Marketing Criticisms of Marketing Increase Social Responsibility	<ul style="list-style-type: none"> ● Chapter 2 Powerpoint ● Blogs ● Halloween ● Aggressive Companies ● BK ● Chapter 2 Project 1 ● Ethical Case Analysis ● Halloween Ice Cream ● Haunted House ● Types of Marketing ● Unneeded Purchases ● Study Guide ● Chapter 2 Quiz ● Chapter 2 Test 	<ul style="list-style-type: none"> ● Students will be able to discuss three common criticisms of marketing.
Chapter 3: Marketing Begins with Economics	Scarcity and Private Enterprise The Law of Supply and Demand Types of Economic Competition Economic Utility <i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i>	<ul style="list-style-type: none"> ● Chapter 3 Powerpoint ● Clothing Stores ● Fundraising Campaign ● Chapter 3 Test 	<ul style="list-style-type: none"> ● Students will be able to describe the U.S. private enterprise economy works and identify the basic economic problem.
Chapter 4: Marketing Basics	Changes in Today's Marketing Plan a Marketing Strategy Consumers and Competitors The Varied Role of Marketing <i>Marketing 4E - James L. Burrow, Aubrey R. Fowler</i>	<ul style="list-style-type: none"> ● Chapter 4 Powerpoint ● Black Friday Social Media ● Chapter 4 Test ● Juice Box ● Non-Profit ● Product Packaging 	<ul style="list-style-type: none"> ● Students will be able to define four types of economic utility.

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Chapter 5: Marketing Information and Research	<p>Understand the Need for Marketing Information Find and Manage Marketing Information Use Marketing Research Collect Primary Data</p> <p><i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i></p>	<ul style="list-style-type: none"> • Chapter 5 Powerpoint • Advertising Campaign • Cereal Box • Focus Group • NP • License Plate • QR • Research • SPS • ™ v. MM • What Are the Different Types of Advertising • Chapter 5 Quiz • Chapter 5 Test 	<ul style="list-style-type: none"> • Students will be able to identify the steps needed to gather and study data relevant to a problem.
Chapter 6: Marketing Starts with Customers	<p>Understand Consumer Behavior What Motivates Buyers? Influence Consumer Decisions</p> <p><i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i></p>	<ul style="list-style-type: none"> • Chapter 6 Powerpoint • Advertising Strategy • Business Information • Class SB • Consumers and Competitors • Creating a Slogan • Customer Decision Making Review Market • Dragon's Den • HRP • Logo • Products • Reality TV • Shoe • Snacks • Superbowl • Triangle • We All Scream • Study Guide • Chapter 6 Quiz • Chapter 6 Test 	<ul style="list-style-type: none"> • Students will be able to describe important influences on the consumer decision making process.
Chapter 7: Competition is Everywhere	<p>Focus on Market Segments Position for Competitive Advantage Compete for Market Segments Learn about the Competition</p> <p><i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i></p>	<ul style="list-style-type: none"> • Chapter 7 Powerpoint • Brand Pairs • Criticism of Marketing • Honus Wagner • Impact of Marketing • MLB • SEM 	<ul style="list-style-type: none"> • Students will be able to describe the benefits and categories of market segmentation.

		<ul style="list-style-type: none"> • Shampoo • Sports Marketing Online Scavenger Hunt • Soda Marketing Challenge • Virtual Reality • Yelp • Chapter 7 Quiz • Chapter 7 Test 	
Chapter 8: Social Media and E-Commerce	<p>E-Marketing</p> <p>Technology, the Internet, and E-Commerce The Emergence of Social Media Social Media as a Marketing Tool</p> <p><i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i></p>	<ul style="list-style-type: none"> • Chapter 8 Powerpoint • Advantages • The Influence of Advertising • The Influence of Social Media • Content Creation • Dynamos • Outfox • Social Media Account Analysis • Study Guide • Chapter 8 Quiz • Chapter 8 Test 	<ul style="list-style-type: none"> • Students will be able to describe the four distinct characteristics of early marketplaces that apply to social media today.
Chapter 9: Develop a Marketing Strategy and Marketing Plan	<p>E-Marketing</p> <p>Elements of a Marketing Strategy Marketing Mix Alternatives Consumer Purchase Classifications Marketing Planning Develop a Marketing Plan</p> <p><i>Marketing 4E - James L. Burrow, Aubrey R. Fowler III</i></p>	<ul style="list-style-type: none"> • Chapter 9 Powerpoint • Youtube Influencer Partnership • The SlowMo Guys • Social Media Audit - Under Armour • Study Guide • 7 Functions of Packaging • BP questions • Branding • Business and Marketing Day • Snapchat • Internet Advertisement • iTunes • Local Business Strategy Plan • Marketing Paper Airplane • Target Practice • Stand up • The Future of Social Media in Business • The Law of Supply and Demand • The Local Face of Facebook • TOY • Chapter 9 Quiz • Chapter 9 Test 	<ul style="list-style-type: none"> • Students will be able to determine how social media allows both consumers and marketers to connect.
Chapter 10: Develop Successful Products	<p>E-Marketing</p> <p>Start with a Product Components of the Product Mix Products for Consumers and Business New Product Development</p>	<ul style="list-style-type: none"> • Chapter 10 Powerpoint • 10.1 Activity • 10.2 • 10.3 • License • Product for Redesign 	<ul style="list-style-type: none"> • Students will be able to describe the six steps in new product development.

*Marketing 4E - James L. Burrow, Aubrey R. Fowler
III*

- Product Liability
- What's on Your Pizza?
- Chapter 10 Quiz
- Chapter 10 Test