



## **INTRODUCTION TO MARKETING**

Approved by KSD Board of Education: (May 19, 2025)

### **Course Description:**

Introduction to Marketing provides students with a foundational understanding of modern marketing principles and practices. Students explore the key aspects of marketing, including market research, branding, digital strategies, and content creation. The course covers a range of topics, from traditional marketing strategies to the latest trends in digital marketing, social media, graphic design, and video production.

**Grade Level:** 10-12th Grade

**Course Duration:** Semester

### **Unit Scope and Sequence**

**Unit 1:** Modern Marketing Principles

**Unit 2:** Graphic Design

**Unit 3:** Social Media Strategy and Analysis

**Unit 4:** Video Content Creation and Editing

### **Course Enduring Understandings:**

- Marketing is fundamental to business success.
- Effective marketing requires a deep understanding of the target audience.
- Creative and visual design are critical components of marketing communication.

### **Course Essential Questions:**

- What is marketing and why is it essential to the success of a business?
- How do businesses identify and understand their target audience?
- How does visual design influence consumer perception and behavior?

# INTRODUCTION TO MARKETING

## Unit 1: Modern Marketing Principles

*In this unit, students explore the foundational principles of marketing, learning how businesses create, communicate, and deliver value to customers. They will examine the evolution of marketing from traditional methods to modern strategies, including digital marketing. The unit introduces key marketing concepts such as market segmentation, branding, and the 4Ps (Product, Price, Place, and Promotion). Students also learn how market research, consumer behavior, and competition influence marketing decisions.*

| Unit Essential Learning Targets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| Enduring Understandings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Essential Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>Marketing is the process of creating, communicating, and delivering value to customers.</li> <li>Modern marketing principles include understanding target markets, segmentation, positioning, and branding.</li> <li>The digital revolution has transformed traditional marketing, making online presence, social media, and data analytics critical tools for marketers.</li> <li>The 4Ps framework (Product, Price, Place, and Promotion) is the foundation of most marketing strategies.</li> </ul> | <ul style="list-style-type: none"> <li>What is marketing, and how does it drive business success?</li> <li>How have marketing principles evolved in the digital age?</li> <li>How do businesses identify and meet customer needs?</li> <li>What role do the 4Ps (Product, Price, Place, Promotion) play in marketing strategies?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Students must know:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Students must be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>Vocabulary               <ul style="list-style-type: none"> <li>Marketing</li> <li>Target Market</li> <li>Segmentation</li> <li>Positioning</li> <li>Branding</li> <li>4Ps (Product, Price, Place, Promotion)</li> <li>Consumer Behavior</li> <li>SWOT Analysis</li> <li>Digital Marketing</li> <li>Market Research</li> </ul> </li> </ul>                                                                                                                                                             | <ul style="list-style-type: none"> <li>Define marketing and explain its role in business success.</li> <li>Identify and explain the components of the 4Ps (Product, Price, Place, Promotion) and how they work together to form a marketing strategy.</li> <li>Analyze how modern marketing strategies have evolved with technology, particularly in digital and social media spaces.</li> <li>Understand and apply the concepts of market segmentation, target market identification, and positioning.</li> <li>Conduct basic market research using surveys or secondary data to identify customer needs and preferences.</li> <li>Analyze consumer behavior and how it impacts marketing decisions.</li> <li>Evaluate the effectiveness of a marketing campaign using tools like SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).</li> <li>Develop a basic marketing strategy for a</li> </ul> |

# INTRODUCTION TO MARKETING

## Unit 1: Modern Marketing Principles

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|  | hypothetical product or service. |
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# INTRODUCTION TO MARKETING

## Unit 1: Modern Marketing Principles

### National Standards for Business Education - 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.

#### II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

#### III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

#### IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationship, how they are used in the marketing process, and their role in positioning.

#### V. The Marketing Plan

Achievement Standard: Describe the elements, design, and purpose of a marketing plan.

#### VI. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision-making.

# INTRODUCTION TO MARKETING

## Unit 2: Graphic Design

*This unit introduces students to Adobe Photoshop. Students learn the essential skills needed to create professional-quality visuals that are commonly used in marketing, such as logos, advertisements, banners, and social media graphics. Students will gain proficiency in using Photoshop's key features, including layers, filters, and text manipulation, to enhance images and communicate marketing messages.*

| Unit Essential Learning Targets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| Enduring Understandings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Essential Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>Graphic design is essential for creating effective marketing visuals that engage consumers and communicate brand messages.</li> <li>Photoshop is a powerful tool used in the creation and editing of images for digital marketing campaigns.</li> <li>Visual elements such as color, typography, and layout play a significant role in influencing consumer decisions and perceptions.</li> <li>Design consistency across marketing materials helps to reinforce brand identity.</li> </ul> | <ul style="list-style-type: none"> <li>How do graphic design tools like Photoshop help communicate marketing messages?</li> <li>What are the basic skills needed to create effective marketing visuals?</li> <li>How does visual design affect consumer perceptions and behaviors?</li> <li>How can Photoshop be used to enhance brand identity?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Students must know:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Students must be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>Vocabulary               <ul style="list-style-type: none"> <li>Photoshop</li> <li>Layers</li> <li>Typography</li> <li>Color Theory</li> <li>Image Resolution</li> <li>Masking</li> <li>Retouching</li> <li>Branding</li> <li>Vector Graphics</li> <li>Raster Images</li> </ul> </li> </ul>                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>Demonstrate basic Photoshop skills, including using layers, tools, and filters to edit images.</li> <li>Create and design simple marketing materials such as social media graphics, posters, and banners using Photoshop.</li> <li>Apply design principles such as balance, contrast, and alignment to create visually appealing marketing materials.</li> <li>Incorporate branding elements (e.g., logos, fonts, colors) into designs to ensure consistency across marketing materials.</li> <li>Optimize images for different platforms by adjusting file size, resolution, and format.</li> <li>Understand the difference between raster and vector images and when to use each type in marketing design.</li> <li>Retouch images to enhance their visual appeal for marketing purposes, while maintaining authenticity and ethical standards.</li> <li>Save and export images in various formats suitable for print and digital platforms.</li> </ul> |

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# INTRODUCTION TO MARKETING

## Unit 3: Social Media Strategy and Analysis

*In this unit, students explore the role of social media in modern marketing and how businesses use various platforms to engage customers, build brand awareness, and drive sales. Students learn how to create a social media strategy, including setting goals, developing content plans, and managing campaigns across platforms such as Instagram, Facebook, X, TikTok, and LinkedIn. The unit also covers how to measure the success of social media efforts using key performance indicators (KPIs) and analytics tools.*

| Unit Essential Learning Targets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| Enduring Understandings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Essential Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>• Social media is a powerful tool for businesses to reach and engage their audience in a cost-effective way.</li> <li>• Each social media platform has unique features and audience demographics, which influence marketing strategies and content.</li> <li>• Social media campaigns can be measured through key metrics such as engagement, reach, and conversions.</li> <li>• Data analytics and insights from social media platforms can help refine strategies and improve campaign performance.</li> </ul> | <ul style="list-style-type: none"> <li>• How can businesses use social media platforms to engage customers and promote their brand?</li> <li>• What are the key differences between various social media platforms, and how do they influence marketing strategies?</li> <li>• How do you measure the effectiveness of a social media marketing campaign?</li> <li>• How can businesses analyze social media data to improve their marketing strategies?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Students must know:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Students must be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>• Vocabulary               <ul style="list-style-type: none"> <li>○ Social Media Marketing (SMM)</li> <li>○ Engagement</li> <li>○ Hashtags</li> <li>○ Influencer Marketing</li> <li>○ Analytics</li> <li>○ Content Calendar</li> <li>○ Audience Insights</li> <li>○ Conversion Rate</li> <li>○ Paid Advertising (e.g., Facebook Ads, Instagram Ads)</li> <li>○ Social Media Metrics (e.g., Reach, Impressions)</li> </ul> </li> </ul>                                                                            | <ul style="list-style-type: none"> <li>• Develop a social media marketing strategy tailored to a specific target audience and business goal.</li> <li>• Identify and compare the key features, benefits, and audience demographics of major social media platforms (e.g., Facebook, Instagram, TikTok, LinkedIn).</li> <li>• Create a content calendar that outlines social media posts, campaigns, and promotions over a set period.</li> <li>• Implement a variety of social media content, including images, text, and video, to engage users and promote brand awareness.</li> <li>• Use social media analytics tools (e.g., Facebook Insights, Instagram Analytics) to track key performance indicators (KPIs) like engagement, reach, and conversion rates.</li> <li>• Analyze social media campaign performance, interpret the data, and make data-driven decisions to optimize future campaigns.</li> </ul> |

## INTRODUCTION TO MARKETING

### Unit 3: Social Media Strategy and Analysis

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|  | <ul style="list-style-type: none"><li>• Engage with an online community, responding to comments and messages in a professional and timely manner.</li><li>• Understand ethical considerations in social media marketing, including respecting user privacy and avoiding misleading practices.</li></ul> |
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# INTRODUCTION TO MARKETING

## Unit 3: Social Media Strategy and Analysis

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# INTRODUCTION TO MARKETING

## Unit 4: Video Content Creation and Editing

*In this unit, students learn the art of video content creation and editing for marketing purposes. Students plan, shoot, and edit videos for different platforms, including YouTube, Instagram, and TikTok. Students also learn about video optimization for specific platforms and how to use video analytics to measure the effectiveness of their content.*

| Unit Essential Learning Targets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Enduring Understandings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Essential Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>• Video content is one of the most engaging and persuasive forms of media in modern marketing.</li> <li>• Effective marketing videos should capture attention quickly, convey clear messages, and include a call to action.</li> <li>• Video editing is a crucial skill for marketers to create professional-looking videos that resonate with their audience.</li> <li>• Each platform requires specific formatting, length, and content optimization for videos to succeed.</li> </ul> | <ul style="list-style-type: none"> <li>• How do videos enhance brand storytelling and marketing messages?</li> <li>• What are the key elements of creating a compelling marketing video?</li> <li>• How do you edit and optimize video content for different platforms (e.g., YouTube, Instagram, TikTok)?</li> <li>• What are the best practices for integrating video into an overall marketing strategy?</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Students must know:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Students must be able to:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>• Vocabulary               <ul style="list-style-type: none"> <li>○ Video Editing</li> <li>○ Storyboarding</li> <li>○ Scriptwriting</li> <li>○ B-roll</li> <li>○ Call to Action (CTA)</li> <li>○ Lighting</li> <li>○ Sound Design</li> <li>○ Video Compression</li> <li>○ Platform Optimization (YouTube, TikTok, Instagram)</li> <li>○ Video Analytics</li> </ul> </li> </ul>                                                                                                           | <ul style="list-style-type: none"> <li>• Plan and create a marketing video, including developing a storyboard, writing a script, and selecting visual elements.</li> <li>• Shoot a basic marketing video, applying principles of camera work, lighting, and sound to create professional-looking footage.</li> <li>• Edit video content using basic video editing software (e.g., Adobe Premiere, Final Cut Pro, or free alternatives like iMovie) to create a polished final product.</li> <li>• Incorporate branding elements (e.g., logos, colors, fonts) into video content to reinforce brand identity.</li> <li>• Optimize video content for different platforms, ensuring proper formatting, resolution, and length for sites like YouTube, Instagram, or TikTok.</li> <li>• Add effects, transitions, and background music to enhance the viewing experience while maintaining a professional standard.</li> <li>• Understand video metrics and analyze the success of a video marketing campaign, including views, engagement, and conversion rates.</li> <li>• Develop a call to action (CTA) that</li> </ul> |

# INTRODUCTION TO MARKETING

## Unit 4: Video Content Creation and Editing

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|  | encourages viewers to take a specific action after watching the video, such as visiting a website or making a purchase. |
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# INTRODUCTION TO MARKETING

## Unit 4: Video Content Creation and Editing

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