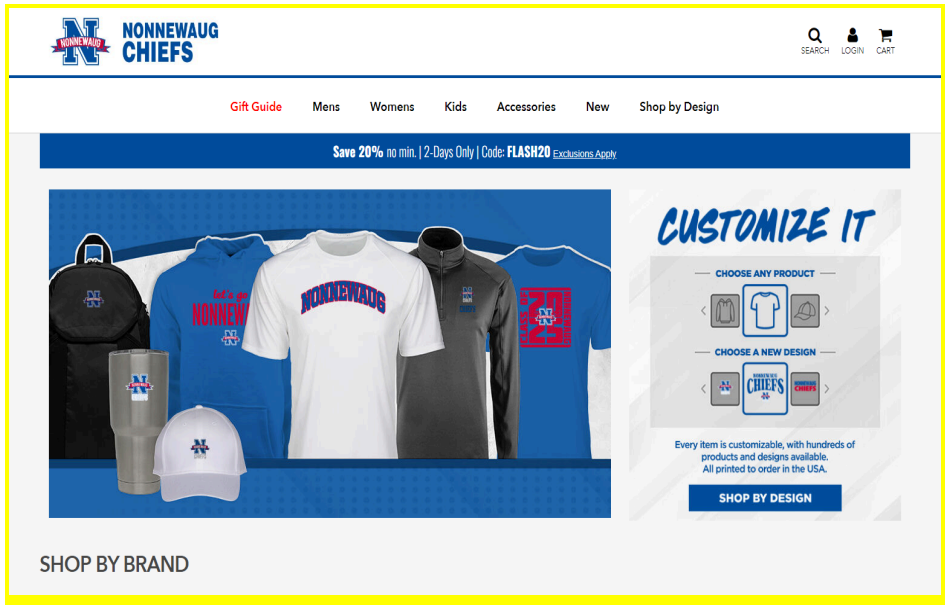
MARKETING CURRICULUM



Grade Level(s):9-12

Curriculum Author(s): Devon Bares & Adam Lengyel

Course Description: Marketing is an introductory course that focuses on marketing theory and concepts, economics, international business, salesmanship and promotion. Exploring this growing and dynamic field offers students exposure to the vast marketing system that exists both globally and within the United States. Marketing will emphasize marketing terms and concepts, preparing students for Advanced Marketing and experience working in the Nonnewaug School Store. Marketing is highly recommended for sophomores and juniors who can then take Marketing II in one of the following academic years. Marketing I students are encouraged to join FBLA or DECA, and participate in the state-wide competitions. Students must enroll in Marketing in order to join DECA. All Students who pass Marketing with a “C” or better will have the opportunity to attain college credit through the Post University High School Academy.

Year At A Glance			
Unit Title	**Overarching Essential Question**	**Overarching Enduring Understanding**	**Vision of A Learner "I Can" Statements**
Introduction to Marketing	What are the key concepts and strategies of marketing that influence consumer decisions and drive business success?	Marketing is a process that involves understanding consumer needs, developing strategies to meet those needs, and effectively communicating value to create lasting relationships.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)
Economic Factors in Marketing	How do economic conditions and trends influence consumer behavior and marketing strategies?	Economic factors significantly impact consumer behavior and shape marketing strategies.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)
International Business	How do cultural, economic, and political differences impact marketing strategies in international markets?	Successful international business requires an understanding of diverse cultural, economic, and regulatory environments to effectively develop and implement marketing strategies that resonate with global consumers.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)
Business Ethics	How do ethical considerations shape business practices and influence consumer trust in the marketplace?	Ethical business practices are essential for building trust, fostering positive relationships with stakeholders, and ensuring long-term success in the marketplace.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)
Selling	How do effective selling strategies create value for customers and drive business success?	Successful selling involves understanding customer needs, utilizing effective communication strategies, and building long-term relationships to create value for both the customer and the business.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)
Promotion	How do effective promotional strategies influence consumer behavior and drive business success?	Effective promotion integrates various strategies and media to communicate value, engage target audiences, and ultimately drive consumer behavior and business outcomes.	TCC1(9-12), TCC4(9-12), CCE4(9-12), DE1(9-12), P1(9-12), AA4(9-12)

Unit 1 - Introduction to Marketing

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:
Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience
Performance Element: Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).
Performance Indicators:
Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
Identify market segments (MP:004) (MN)
Develop customer profile (MP:031) (MN)
Select target market (MP:005) (MN)

Performance Element: Employ marketing-information to plan marketing activities.
Performance Indicators:
Explain the nature of marketing planning (MP:006) (SP)
Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)
Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
Conduct SWOT analysis for use in the marketing planning process (MP:010, LAP-MP-010) (MN)
Assess global trends and opportunities (MP:011) (MN)
Conduct competitive analysis (MP:012) (MN)
Explain the nature of sales forecasts (MP:013, LAP-MP-013) (SP)
Forecast sales for marketing plan (MP:014) (MN)
Set marketing goals and objectives (MP:015) (MN)
Select marketing metrics (MP:016) (MN)
Set marketing budget (MP:017) (MN)
Develop marketing plan (MP:018) (MN)

All standards are pulled from Standards | Business Education Guidelines | MBA Research
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Vision of A Learner Attributes: Students will be able to independently use their learning to... ("I can" statements to be demonstrated)

TCC1(9-12): I can ask purposeful, insightful questions to find a variety of innovative solutions.
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Understandings: Students will understand that...

- Marketing can impact how we perceive ourselves and others and can influence all aspects of our lifestyle.
- Marketing influences the economy, the job market, the quality of products through competition, and the prices we pay for goods and services.
- All aspects of the marketing mix are essential
- All businesses have a target market
- Marketers have a customer in mind during product development and this image drives their decisions.
- Marketing relies on data and research to understand customer needs and preferences.

Essential Questions:

- How does marketing impact our lives?
- What is the most crucial part of the marketing mix?
- How do marketers identify their customers?
- What role does competition play in determining product quality, price, and availability?
- How do marketers balance creativity with strategy to effectively reach customers?
- Why is understanding the target audience crucial for successful marketing, and how can marketers effectively gather and apply customer insights?

Students will know...

- The definition and purpose of marketing in both business and society.
- The elements of the marketing mix: product, price, place, and promotion.
- How consumer behavior and psychology influence marketing strategies.
- The role of market research in identifying and understanding target audiences.
- The impact of competition on pricing, quality, and product innovation.
- How cultural and global factors influence marketing strategies and consumer preferences.

Students will be able to...

- Explain the concept of market and market identification
- Explain the concept of marketing strategies
- Describe the nature of target marketing in marketing communication
- Define a target market and the factors impacting target market selection
- Explain the relationship between market segmentation and consumer behavior.
- Describe the role of consumer behavior in strategic marketing planning
- Describe the purpose and components of marketing plans
- Explain the SWOT Analysis
- Students interpret, analyze and evaluate text in order to extend understanding and appreciation.
- Students communicate with others to create interpretations of written, oral and visual texts.

Key Vocabulary: Marketing, Consumer Behavior, Target Market, Market Research, Branding, Marketing Mix, Product Lifecycle, Segmentation, Positioning, Value Proposition, Demographics, Psychographics, Promotion, Pricing Strategy, Advertising, Public Relations, Sales Promotion,

Digital Marketing, Customer Relationship Management (CRM), Competitive Advantage	
Assessment Evidence	
Performance Tasks: Summative: Students will complete the 30 under 30 assignment which will require a presentation for the class. The assessment requires students to choose a business from Forbes 30 under 30 and justify the need for a marketing department at the company. In their justification students will answer the essential questions and use the concepts highlighted in the enduring understandings above.	**Other Evidence:** Interim: Students will complete a research assignment, “traditional” multiple choice/short answer assessment, Performance based assessment and review quiz
Learning Plan	
• Participate in class discussions and activities that explore Market ID, functions of marketing and the marketing mix.TCC1(9-12), DE1 (9-12) • Analyze and interpret graphs and data related to business growth, sales and market segmentation.TCC1(9-12) • Complete individual or group projects that apply the concepts of market ID, functions, marketing mix and connect to real-world situations.CCE4 (9-12) • Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of marketing and the marketing mix.TCC1 (9-12) • Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)	
Teacher Resources: Glencoe Marketing Essentials Text, MSNBC original business documentaries via YouTube (McDonalds, Costco), Forbes 30 under 30, Census.gov, ABC’s Shark Tank, “The Profit” Series	

Unit 2 - Economic Factors in Marketing

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:
Instructional Area: Economics (EC) S
Standard: Understands the economic principles and concepts fundamental to business operations
Performance Element: Understand global trade's impact to aid business decision-making.
Performance Indicators:
Identify the effects of global trade on retailing (EC:094) (SP)
Explain current retail trends driven by global trade (EC:102) (SP)
Performance Element: Interpret analytical patterns to predict/analyze consumer behavior.
Performance Indicators:
Predict demand patterns (IM:385) (MN)
Conduct demand analysis (IM:317) (MN)
Forecast changes in customer expectations (IM:360) (MN)
Evaluate product usage (IM:354) (MN)
Analyze purchasing behavior and supply (IM:305) (MN)
Estimate repeat purchase rate (IM:352) (M)

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Understandings: Students will understand that...	**Essential Questions:**
• Economic conditions influence consumer purchasing power and spending habits. • Supply and demand and its impact on pricing and product	• How do economic conditions influence the choices consumers make? • In what ways do supply and demand affect product pricing and

availability. • Economic indicators are essential when measuring the overall health of an economy • Inflation affects the cost of goods • Exchange rates influence the cost and availability of goods. • Employment rates can be a strong indicator of overall economic well being. • Government policies affect pricing • Economic systems can differ around the world. • Economic cycles (recession, growth, etc.) impact business strategies and consumer behavior.	availability? • How does inflation impact both businesses and consumers? • Why are exchange rates important in determining the cost of imported and exported goods? • How does the employment rate shape consumer confidence and spending habits? • How do government policies like taxes and tariffs affect marketing? • How do different economic systems affect a population? • Why is an understanding of economic cycles important?
Students will know... • The impact of supply and demand on pricing and product availability. • How inflation affects costs, prices, and consumer purchasing power. • The role of exchange rates in international marketing and trade. • How employment rates influence consumer spending and overall economic stability. • How government policies, including taxes and tariffs, influence marketing strategies and product costs. • The characteristics of different economic systems • The phases of economic cycles (growth, recession) and their effects on business strategy. • The role of global economic factors, such as trade agreements, on local markets. • How economic indicators (e.g., GDP, CPI) are used to assess economic health	**Students will be able to...** • Analyzing supply and demand trends to assess their impact on pricing and availability. • Interpreting economic indicators (like GDP, CPI, unemployment rates) to evaluate market conditions. • Identifying how inflation influences consumer behavior and business pricing strategies. • Understanding and calculating the effects of exchange rates on international marketing. • Evaluating the impact of government policies, such as taxes and tariffs, on marketing decisions. • Compare different economic systems • Recognizing the stages of economic cycles and how to adjust marketing strategies accordingly. • Analyzing the effects of global economic trends • Applying economic knowledge to make informed marketing decisions.
Key Vocabulary: Consumer Price Index (CPI), Deflation, Economic Cycle, Economic Growth, Exchange Rate, GDP, Inflation, Market Segmentation, Market Structure, Monopoly, Oligopoly, Price Elasticity, Recession, Supply, Tariff, Taxation, Unemployment Rate, Demand, Consumer Confidence Index	
Assessment Evidence	
Performance Tasks: Summative: The economics and FES Summative will require students to answer a series of short answer and case study questions. Graphs	**Other Evidence:** Interim: Economic Comparisons activity using CIA world Factbook,Create a supply and demand curve using google

and data will be provided for students to analyze and they must also read text and answer comprehension questions that follow.	sheets/Microsoft Excel, Multiple choice/short answer assessment.

Learning Plan

- Participate in class discussions and activities that explore the basics of economics, economic systems and free enterprise.TCC1(9-12), DE1 (9-12)
- Analyze and interpret graphs and data related to supply, demand, equilibrium, shortages and surplus.TCC1(9-12)
- Complete individual or group projects that apply the concepts of economics and free enterprise and connect to real-world situations.CCE4 (9-12)
- Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of economics and the free enterprise system.TCC1 (9-12)
- Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)

Teacher Resources: Glencoe Marketing Essentials Text, 60 minutes documentaries via YouTube (Luxottica),MRU University supply and demand unit plan,Federal agency database, ABC's Shark Tank, PBS Amazon Empire, Monopoly

Unit 3 - International Business

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:
Standard:
Understands risk-management strategies and techniques used to minimize business loss
Performance Element:
Acquire a foundational understanding of risk management to demonstrate knowledge of its nature and scope.
Performance Indicators:
Explain the role of ethics in risk management (RM:041, LAP-RM-041) (SP)
Describe the use of technology in risk management (RM:042) (SP)
Discuss legal considerations affecting risk management (RM:043) (SP)
Describe international considerations affecting risk management (RM:092) (SP)
Describe trends in international distribution systems (OP:508) (SP)
Explain international transportation and delivery system elements (OP:510) (SP)
Discuss sampling issues with international marketing research projects (IM:438) (SP)
Identify questionnaire design issues for international marketing research projects (IM:448) (MN)
Determine issues associated with interpretation of international marketing research data (IM:453)
Manage issues associated with international marketing research studies (IM:462) (MN)
Determine final cost of purchases from domestic and international sources (PM:193) (SP)

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Understandings: Students will understand that...	**Essential Questions:**
● International marketing is essential for businesses to remain	● What criteria should businesses use when selecting an

competitive. • Political and economic factors are important for the success of international business. • Increasing international trade introduces both business opportunities and risk. • Cultural and social factors can vary widely across countries, affecting consumer behavior and business practices. • Trade barriers and incentives can shape the international business landscape and impact decision-making. • Different countries have distinct guidelines and regulations governing business conduct, which can affect international operations.	emerging market for their products? • How do political and economic environments impact international business operations? • In what ways does international trade affect local and global market conditions? • How can businesses effectively navigate cultural differences in international markets? • What role do ethical considerations play in decision-making within international business? • How do trade barriers and incentives influence companies' strategies for entering foreign markets? • What are the key challenges businesses face when operating in a global market?
Students will know... • The significance of international marketing for maintaining competitiveness in a global economy. • The impact of political and economic factors on market selection • An understanding of how trade agreements shape the landscape of international business. • The role of cultural and social differences in consumer behavior and business practices across countries. • The definitions and principles of business ethics and social responsibility. • The effects of international trade on local economies and global market conditions. • The classification of businesses based on their physical and financial characteristics.	**Students will be able to...** • Analyze and evaluate the impact of political and economic factors on international business decisions. • Identify and assess trade barriers and incentives that affect global market entry strategies. • Conduct market research to understand cultural and social differences in target markets. • Formulate and present a comprehensive international marketing strategy for a product or service. • Use data analysis tools to interpret trade data and economic indicators relevant to international business.
Key Vocabulary: Balance Of Trade, Business Ethics, Cultural Differences, Economic Factors, Emerging Markets, Foreign Direct Investment, Globalization, International Trade, Market Entry Strategies, Multinational Corporation, Political Environment, Trade Barriers, Trade Incentives, Social Responsibility, Consumer Behavior, Corporate Governance, Ethical Standards, Market Research, Stakeholder Management, Supply Chain Management.	
Assessment Evidence	
Performance Tasks:	**Other Evidence:**

Summative: Students will complete a performance based assessment requiring them to move a domestic company into a new international market. The end product will be a presentation incorporating the knowledge acquired in the enduring understandings listed above	Interim: Students will watch videos showing real world examples of the above concepts. Students will also analyze trade agreements and their effect on global economic conditions.

Learning Plan

- Participate in class discussions and activities that explore the basics of international business, trade agreements and the strategies used by marketers to move a product/service into a foreign market.TCC1(9-12), DE1 (9-12)
- Analyze and interpret graphs and data related to exchange rates and international sales.TCC1(9-12)
- Complete individual or group projects that apply the concepts of international business/marketing and connect to real-world situations.CCE4 (9-12)
- Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of international business and marketing.TCC1 (9-12)
- Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)

Teacher Resources: Glencoe Marketing Essentials Text, 60 minutes documentaries via YouTube (Dubai, Mcdonalds,KFC,Apple),MRU University International business unit plan, World Trade Organization online resources, CIA World factbook, ABC's Shark Tank

Unit 4 - Business Ethics

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:
Instructional Area:
Emotional Intelligence (EI)
Standard: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
Performance Element:
Apply ethics to demonstrate trustworthiness to staff.
Performance Indicators:
Use ethics in staff supervision (EI:078) (SU)
Performance Element:
Adhere to a professional code of ethics to guide business decisions.
Performance Indicators:
Discuss factors to consider in developing a managerial code of ethics (PD:261) (MN)
Utilize an established professional code of ethics (PD:262) (MN)
Performance Element:
Apply ethics to demonstrate trustworthiness to staff.
Performance Indicators:
Explain the nature of managerial ethics (EI:079) (MN)
Performance Element:
Adhere to a professional code of ethics to guide business decisions.
Performance Indicators:
Discuss factors to consider in developing a managerial code of ethics (PD:261) (MN)
Utilize an established professional code of ethics (PD:262) (MN)
Explain business ethics in product/service management (PM:040, LAP-PM-040) (SP)
Explain the role of ethics in marketing-information management (IM:025, LAP-IM-025) (SP)
Describe the role of business ethics in pricing (PI:015) (SP)
Describe the use of business ethics in promotion (PR:099) (SP)
Apply ethics to digital communications (EI:073) (CS)

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Understandings: Students will understand that...

- Business ethics in marketing means following moral rules
- Ethical marketing helps build trust with customers,
- Dishonest or misleading advertising can lead to serious legal problems and damage a brand's credibility.
- Marketers need to find a balance between making money and being ethical
- Being open and honest in marketing helps build trust and improves relationships with customers
- Ethical challenges can happen in marketing, and it's important to think critically and make good decisions
- Corporate social responsibility (CSR) programs can improve a company's marketing by showing their commitment to being ethical and making a positive impact on society, which benefits both the community and the business.

Essential Questions:

- How do ethical choices affect marketing strategies and campaigns?
- How can marketing practices influence consumer trust and brand loyalty?
- What happens if a company uses misleading advertising or dishonest marketing?
- How can marketers find a balance between making money and being responsible to consumers?
- What does being open and honest mean in marketing, and how can companies do it well?
- What can marketers do when they face ethical problems in their campaigns?
- How does corporate social responsibility (CSR) help or make things harder for marketing efforts

Students will know...

- The definition of business ethics and its relevance to marketing practices.
- The principles of ethical decision-making
- The impact of misleading advertising
- The importance of transparency and honesty in marketing
- How corporate social responsibility (CSR) initiatives influence marketing strategies and consumer perceptions..
- Strategies for addressing and resolving ethical dilemmas
- The benefits of ethical marketing for long-term business success.

Students will be able to...

- Analyze tough choices in marketing and think about how those decisions affect different groups of people.
- Create guidelines to help make ethical decisions in marketing.
- Clearly explain ethical issues
- Work together to solve ethical problems in marketing situations..
- Learn how to keep a businesses trust and reputation strong by using ethical marketing practices.
- Think about how marketing strategies affect society

Key Vocabulary: Accountability, Brand Integrity, Corporate Social Responsibility (CSR), Data Privacy, Deceptive Advertising, Ethical Dilemma,

Ethical Decision-Making, Ethical Leadership, Fairness, Transparency, Greenwashing, Honesty, Informed Consent, Integrity, Inclusivity, Misleading Advertising, Sustainability, Trustworthiness, Whistleblowing, Stakeholders.

Assessment Evidence	
Performance Tasks: Summative: Students will complete a research assignment, “traditional” multiple choice/short answer assessment,	**Other Evidence:** Interim: Students will complete a research assignment and ethical dilemmas case study. There will also be a role play assessment for the class.

Learning Plan

- Participate in class discussions and activities that explore the basics of business ethics, ethical guidelines and social responsibility.TCC1(9-12), DE1 (9-12)
- Analyze and interpret graphs and data related to corporate social responsibility and the ROI of these programs.TCC1(9-12)
- Complete individual or group projects that apply the concepts of ethics and social responsibility and connect to real-world situations.CCE4 (9-12)
- Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of business ethics and social responsibility.TCC1 (9-12)
- Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)

Teacher Resources: Glencoe Marketing Essentials Text, Fortune’s best companies to work for, Ethisphere world's most ethical companies, Ethical Case studies Michigan State University, Ethical dilemma Peer to Peer training, ABC’s Shark Tank

Unit 5 - Selling

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Instructional Area:
Selling (SE)
Standard: 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
Performance Element: Acquire a foundational knowledge of selling to understand its nature and scope.
Performance Indicators:
Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
Explain company selling policies (SE:932, LAP-SE-932) (CS)
Explain key factors in building a clientele (SE:828, LAP-SE-828) (SP)
Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
Describe the use of technology in the selling function (SE:107) (SP)
Performance Element: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. Performance Indicators:
Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)
Performance Element: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Performance Indicators:
Explain the selling process (SE:048, LAP-SE-048) (CS)
Discuss motivational theories that impact buying behavior (SE:359) (SP)

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Understandings: Students will understand that...	**Essential Questions:**
• A good sales plan is important for guiding sales efforts and being successful in the market.. • Building strong relationships through follow-ups and outreach is key to creating customer loyalty and getting repeat business. • Good communication skills are essential for salespeople to connect with customers • Understanding how customers think and make decisions helps salespeople adapt their approach for each person. • Simple math skills are important for making smart sales decisions • Practicing through role-playing gives valuable experience for developing sales techniques • Working together as a team is crucial in sales	• What are the main parts of a good sales plan? • How does knowing product details and analyzing competitors make a salesperson more effective? • What strategies can salespeople use to build customer relationships? • How can good communication skills help a salesperson connect with customers? • Why is practice and role-playing important for preparing salespeople for real-life selling situations? • How can teamwork and working together among sales team members improve sales results?
Students will know...	**Students will be able to...**
• Knowing about the product and understanding competitors are important for being successful in sales • Good ways to build and keep customer relationships include following up with them after sales. • Strong communication skills are needed to engage customers • Understanding consumer behavior helps us know how people make buying decisions • Basic math skills are needed for pricing, calculating discounts, and understanding sales data. • Practicing selling skills through role-playing helps build confidence • Working as a team is important in sales to reach common goals	• Create and carry out a complete sales plan. • Learn about the product and analyze competitors effectively. • Keep accurate and legal records of sales transactions. • Use good communication skills to engage and persuade customers. • Use math skills for pricing, calculating discounts, and analyzing sales data. • Practice role-playing different selling situations • Work with team members to reach sales goals

Key Vocabulary: Sales Plan, Customer Relationship Management (CRM), Product Knowledge, Competitor Analysis, Follow-Up, Closing Techniques, Lead Generation, Sales Pitch, Objection Handling, Value Proposition, Prospecting, Sales Funnel, Direct Sales, Consultative Selling, Upselling, Cross-Selling, Sales Metrics, Conversion Rate, Pricing Strategy, Target Market.

Assessment Evidence

Performance Tasks: Summative: Performance based assessment requiring students to create a product from scratch. This will also include a written assessment requiring students to use the skills/knowledge attained in the enduring understandings above.	**Other Evidence:** Interim: “traditional” multiple choice/short answer assessment, Analyze sales techniques used in elevator pitch, define types of persuasion sales people may use
Learning Plan	
• Participate in class discussions and activities that explore the basics of the sales process and techniques used by salespeople in the field.TCC1(9-12), DE1 (9-12) • Analyze and interpret graphs and data related to sales leads and effective techniques.TCC1(9-12) • Complete individual or group projects that apply the concepts within the sales process and connect to real-world situations.CCE4 (9-12) • Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of selling and persuasion.TCC1 (9-12) • Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)	
Teacher Resources: Glencoe Marketing Essentials Text,The Founder (movie), Youtube’s Science of Persuasion, Sales manual samples, ABC’s Shark Tank	

Unit 6 - Promotion

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Instructional Area:
Promotion (PR)
Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
Performance Element: Acquire a foundational knowledge of promotion to understand its nature and scope.
Performance Indicators:
Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)
Identify the elements of the promotional mix (PR:003, LAP-PR-001) (SP)
Describe the use of business ethics in promotion (PR:099) (SP)
Describe the use of technology in the promotion function (PR:100) (SP)
Describe the regulation of promotion (PR:101) (SP)
Performance Element: Understand promotional channels used to communicate with targeted audiences.
Performance Indicators:
Explain types of advertising media (PR:007, LAP-PR-007) (SP)
Describe word-of-mouth channels used to communicate with targeted audiences (PR:247) (SP)
Explain the nature of direct marketing channels (PR:089) (SP)
Identify communications channels used in sales promotion (PR:249) (SP)
Explain communications channels used in public-relations activities (PR:250) (SP)
Performance Element: Understand the use of an advertisement's components to communicate with targeted audiences.
Performance Indicators:
Explain the components of advertisements (PR:014) (SP)
Explain the importance of coordinating elements in advertisements (PR:251) (SP)
Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.
Performance Indicators:
Identify types of public-relations activities (PR:252) (SP)
Discuss internal and external audiences for public-relations activities (PR:253) (SP)

All standards are pulled from Standards | Business Education Guidelines | MBA Research
Marketing Cluster (PQ) = Prerequisite; (CS) = Career-sustaining; (SP) = Specialist; (SU) = Supervisor; (MN) = Manager; (ON) = Owner

Vision of A Learner Attributes: Students will be able to independently use their learning to... ("I can" statements to be demonstrated)

TCC1(9-12): I can ask purposeful, insightful questions to find a variety of innovative solutions.
TCC4(9-12): I can integrate my learning to adapt to experiences in the classroom, career and life.
CCE4(9-12): I can communicate and express my understanding in an authentic, respectful and relevant way, using the most effective mode of expression.
DE1(9-12): I can acknowledge, process, and respond appropriately to others' comments and perspectives.
P1(9-12): I can self-reflect and seek feedback to build upon my strengths, apply those strengths to overcome obstacles, and share my strategies with others.
AA4(9-12): I can create opportunities to extend my learning by remaining open-minded in any situation

Understandings: Students will understand that...

- Good advertising is important for businesses to grow and influence how people make choices.
- All parts of the promotional mix work together to create a strong plan for reaching and engaging the right audience.
- Different types of media have their own benefits and challenges.
- Public relations are important for keeping a company's image positive and building good relationships with important people.
- Online and mobile advertising needs special strategies to effectively reach and engage digital consumers.
- We can measure how well promotional campaigns work by looking at reach, engagement, and conversion rates.
- Understanding how consumers think and what they prefer should guide how we create promotional strategies and campaigns.

Essential Questions:

- How does good advertising affect how people buy things and make choices?
- What are the main parts of the promotional mix, and how do they work together to reach marketing goals?
- How do different types of media change how many people see and engage with promotional messages?
- What is the role of public relations in building a company's reputation and keeping good relationships with people involved?
- What are the best ways to create effective online and mobile ads?
- How can we measure and check the success of promotional campaigns?

Students will know...

- The main parts of the promotional mix and how they help in marketing plans.
- Different types of media used in advertising and their benefits and drawbacks.
- Why public relations is important for creating and keeping a good brand image.
- How to use word-of-mouth marketing to increase brand awareness.
- The basics of online and mobile advertising, including how to target and engage customers.

Students will be able to...

- Choose the right types of media for different ads.
- Make eye-catching promotional materials that share brand messages clearly.
- Write strong public relations messages to improve the brand's image and connect with people.
- Use word-of-mouth marketing to get customers to share recommendations.
- Create and manage online and mobile ads that reach specific groups of people.
- Check how well promotional campaigns work using important

• The importance of knowing what consumers like and want when creating promotions.	measurements. • Explain promotional plans and results clearly in writing and speaking.
Key Vocabulary: Advertising, Promotional Mix, Target Audience, Media Channels, Brand Awareness, Public Relations, Social Media Marketing, Content Marketing, Direct Marketing, Event Sponsorship, Visual Merchandising, Sales Promotion, Consumer Behavior, Reach, Engagement, Conversion Rate, Return on Investment (ROI), Marketing Strategy, Call to Action (CTA), Influencer Marketing.	
Assessment Evidence	
Performance Tasks: Summative: Performance based assessment requiring students to design a product placement proposal for a brand/product of their choice using their enduring understandings from above. Create a promotional campaign complete with a budget, sample materials	**Other Evidence:** Interim: Students will design their social media marketing campaign and store loyalty program within the provided parameters. Design a new school store design that incorporates the aspects of promotion discussed throughout the unit
Learning Plan	
• Participate in class discussions and activities that explore the basics of social media marketing, loyalty plans, product placement and other forms of promotion.TCC1(9-12), DE1 (9-12) • Analyze and interpret graphs and data related to ROI of a variety of promotional mediums.TCC1(9-12) • Complete individual or group projects that apply the basic promotional techniques discussed and connect to real-world situations.CCE4 (9-12) • Practice problem-solving skills by working on exercises and quizzes that test their understanding of the foundations of promotion.TCC1 (9-12) • Reflect on their learning and connect it to their own lives and experiences.TCC4(9-12), AA4 (9-12)	
Teacher Resources: Glencoe Marketing Essentials Text, Shopify's social media marketing media kit, Youtube Product placement videos, Hollywood branded product placement simulation, Interbrands best promotional campaigns of all time, ABC's Shark Tank, CNBC original supermarkets Inc	