Marketing II CURRICULUM

NONNEWAUG HIGH SCHOOL DECA™	REGION 14 SCHOOL DISTRICT — VISION OF A LEARNER
Grade Level(s): 10-12	**Curriculum Author(s):** Devon Bares
Course Description: This course will cover Advanced Marketing topics including management, leadership, the supply chain, market research, pricing and entrepreneurship. Students will develop a number of real world business proposals and explore the ever-changing environment of business in the 21st century. The class will include the development of a business consultation or proposal that will be presented at the DECA State Career Development Conference. In addition, students will continue to have the opportunity to take an active role in the school's chapter of DECA as well as the daily operations of the Nonnewaug School Store. Students may contract for an honors level course experience.	

Year At A Glance			
Unit Title	**Overarching Essential Question**	**Overarching Enduring Understanding**	**Vision of A Learner "I Can" Statements**
Skills for Marketing	What foundational skills are necessary for success in marketing?	Strong marketing professionals possess a blend of technical, analytical, and interpersonal skills to drive business success.	TCC1:9-12, CCE1:9-12, TI1:9-12
Distribution	How do businesses efficiently get products to consumers?	Distribution channels impact product availability, pricing, and customer satisfaction.	TCC3:9-12, AA2:9-12, CCE3:9-12
DECA Competitive Events	How can competitive marketing strategies be applied to real-world business scenarios?	Participation in competitions enhances critical thinking, problem-solving, and leadership skills.	TI4:9-12, P3:9-12, CCE2:9-12
Pricing	How does pricing influence consumer behavior and business profitability?	Effective pricing strategies balance consumer perception, competition, and profitability.	TCC2:9-12, CCE4:9-12, AA1:9-12
Marketing Information Management	How do businesses use data to make marketing decisions?	Data-driven decision-making improves marketing effectiveness and customer engagement.	TCC3:9-12, TI2:9-12, P4:9-12
Product/Service Management	How do businesses develop, maintain, and improve their products/services?	Successful businesses continuously innovate and adapt to consumer needs.	AA3:9-12, TCC4:9-12, TI3:9-12

Unit 1 - Skills for Marketing

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Communication, Management, Leadership Skills
Analyze company resources to ascertain policies and procedures (CO:057) (CS)
Explain communication techniques that support and encourage a speaker (CO:082) (PQ)
Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)
Interpret others' nonverbal cues (CO:059) (PQ)
Employ communication styles appropriate to target audience (CO:084) (CS)
Make oral presentations (CO:025, LAP-CO-025) (SP)
Select and use appropriate graphic aids (CO:087) (CS)
Explain the nature of staff communication (CO:014) (CS)
Choose and use appropriate channel for workplace communication (CO:092) (CS)
Orient new employees (HR:360) (CS)
Explain the role of training (HR:362) (SU)
Explain the nature of management/supervisory training (HR:363) (SU)
Explain the nature of leadership in organizations (HR:493, LAP-HR-493) (SU)
Describe ways that businesses build positive employer-employee relationships (HR:449) (SU)
Foster employee engagement and commitment (HR:513) (SU)
Coach employees (HR:364) (SU)
Recognize/Reward employees (HR:365) (SU)

All standards are pulled from Standards | Business Education Guidelines | MBA Research

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.
- CCE1 (9-12): I can initiate discussions, respect differing viewpoints, and respond thoughtfully.
- TI1 (9-12): I can implement a realistic plan and adapt to achieve my goals.

Understandings: Students will understand that... ● Effective communication, math, and technology skills are essential in marketing. ● Marketing professionals must collaborate and adapt to dynamic business environments. ● Strong management and interpersonal skills enhance team productivity.	**Essential Questions:** 1. Why are communication skills critical in marketing? 2. How do math and technology support marketing strategies? 3. What role do interpersonal and management skills play in a marketing career?
Students will know... ● Principles of business communication. ● Basic marketing-related math skills. ● Use of technology in marketing.	**Students will be able to...** ● Develop professional emails, reports, and presentations. ● Analyze data to support marketing decisions. ● Utilize digital tools to enhance marketing efforts.
Key Vocabulary: Communication strategies, analytics, CRM software, digital marketing tools, leadership.	
Assessment Evidence	
Performance Tasks: Great Business Leaders of All Time: Students develop a presentation highlighting someone that they believe to be a great leader in the business world. Beyond the basic biographical information, students are also required to rationalize their thinking by applying what they have learned throughout this unit. Captain Sully: After watching clips from the movie “Sully” students work with each other to explain the foundations of leadership and how they are apparent in the film. These are shared orally and on a document uploaded in google classroom. **Additional Performance Tasks:** Sales Tax Worksheet Communication Quiz	**Other Evidence:** Business Consultation Summative

Communication Role Play Best Communicators of All Time Tech Workshop Technology Quiz School Store Expansion I	

Learning Plan

- Role-playing business communication scenarios (**CCE1**).
- Marketing math workshop (**TCC1**).
- Using technology for data analysis (**TI1**).

Teacher Resources:

Marketing Essentials Textbook, CNBC Original Videos, YouTube, Amazon streaming

Unit 2 - Distribution

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Supply Chain Management
Understand supply chain management role to recognize its need in business.
Explain the concept of supply chain (OP:443) (CS)
Explain the benefits of supply chain collaboration (OP:444) (SP)

All standards are pulled from Standards | Business Education Guidelines | MBA Research

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

- TCC3 (9-12): I can integrate relevant information to produce multiple valid solutions.
- AA2 (9-12): I can assess my past successes and mistakes to change my approach.
- CCE3 (9-12): I can show initiative in prompting group discourse and fostering collaboration.

Understandings: Students will understand that...

- Distribution affects product availability and customer satisfaction.
- Efficient supply chain management reduces costs and increases efficiency.
- Logistics play a critical role in getting products to market.

Essential Questions:

1. How does distribution impact customer experience?
2. What are the key components of an efficient supply chain?
3. How do businesses choose the best transportation methods?

Students will know…

- Distribution channels and logistics.
- Supply chain management principles.

Students will be able to...

- Analyze supply chain case studies.
- Compare and contrast distribution strategies.

• Role of intermediaries in marketing.	• Develop a distribution plan for a product.
Key Vocabulary: Logistics, supply chain, wholesalers, retailers, intermediaries.	
Assessment Evidence	
Performance Tasks: School Store Buying Assignment: Students play the role of procurement manager for the school store. In this role they pick and shop for items that should be stocked in the store in the upcoming selling season. They need to make decisions regarding quantities, unit pricing, promotions, shipping, taxes etc 6 month merchandise plan: Students use excel/sheets to create a template for a 6 month merchandise for the school store. Once the template is created, students are provided with sales data to use a inputs to correctly forecast inventory needs for the next 6 months **Additional Performance Tasks:** Agents Vertical vs Horizontal Starbucks CM: From Bean to Cup Physical Distribution Quiz	**Other Evidence:** School Store Channel Management Manual
Learning Plan	
• Supply chain simulation game (**TCC3**). • Analyzing real-world distribution strategies (**AA2**). • Group project on logistics planning (**CCE3**).	
Teacher Resources: Marketing Essentials Textbook, CNBC Original Videos, YouTube, Amazon streaming, Online case studies and simulations, Industry guest speakers.	

Unit 3 - DECA Competitive Events

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Understand DECA competitive event categories and expectations.
Apply marketing principles to competition scenarios.
Develop presentation and problem-solving skills.

DECA's programs, especially its Competitive Events Program, are intentionally designed to reinforce and measure a student's mastery of the National Curriculum Standards in its four key career clusters:

- Marketing
- Finance
- Hospitality and Tourism
- Business Management and Administration
- Business Administration Core

Competitive Events

- DECA's competitive events, which include written exams, role-plays, case studies, and prepared projects, are industry-validated and based on these National Curriculum Standards.
- This ensures that the content being tested and applied by students reflects the real-world performance indicators and skills required by business and industry.

*Specific standard will be dependent upon which event students elect

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

- TI4 (9-12): I can apply my strengths and anticipate challenges to reach my current and future goals.
- P3 (9-12): I can accept constructive feedback and use setbacks to adjust my learning journey.
- P4(9-12): I can take-on challenges and continuously engage in my own long-term strategies to overcome them to demonstrate through personal experience that failures are more instructive than discouraging.

- CCE2 (9-12): I can give and receive actionable feedback for meaningful revisions.

Understandings: Students will understand that...	**Essential Questions:**
• DECA competitions develop real-world marketing and leadership skills. • Preparation and practice improve performance. • Feedback and reflection enhance professional growth.	1. What are DECA competitive events, and how do they apply to real-world marketing? 2. How does preparation impact competitive success? 3. Why is feedback important in improving performance?
Students will know…	**Students will be able to...**
• DECA event categories and judging criteria. • Strategies for effective presentations. • The role of problem-solving in competitions.	• Prepare for and participate in DECA events. • Deliver persuasive and professional presentations. • Apply marketing knowledge to competition scenarios.

Key Vocabulary: DECA, competition rubric, case study analysis, role-play scenarios, presentation skills.

Assessment Evidence

Performance Tasks:	**Other Evidence:**
DECA Manual: Students use the national DECA guidelines to create a manual of their choice in one of the following areas: -Marketing Research -Promotional Plan -Business Plan -Communitry service campaign Students will have the option of presenting their manual to a panel of judges at the DECA State Career Development Conference in semester 2 of each academic year. **Additional Performance Tasks:** Participate in a mock DECA competition. DECA Manual Rough Draft	DECA Presentation DECA Conference Participation and judges evaluation Midterm Exam/Project

DECA manual progress	

Learning Plan
• Role-play competition scenarios (**CCE2**). • Case study analysis and strategy development (**TI4**). • Presentation practice and peer feedback sessions (**P3**).
Teacher Resources: DECA Plus, DECA.org, DECA state events and advisor list, DECA competition guidelines, Sample case studies and role-play prompts, Public speaking and presentation resources.

Unit 4 - Pricing

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Understand pricing strategies and their impact on marketing.
Analyze consumer perception and competitive pricing.
Discuss pricing models based on market research.
Describe the functions of prices in markets (EC:006, LAP-EC-012) (CS)

All standards are pulled from Standards | Business Education Guidelines | MBA Research

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

- TCC2 (9-12): I can evaluate evidence from multiple perspectives to justify new conclusions.
- CCE4 (9-12): I can communicate my understanding in an authentic and relevant way.
- AA1 (9-12): I can evaluate different approaches and justify the best pathway to success.

Understandings: Students will understand that...

- Pricing impacts consumer decision-making and profitability.
- Various pricing strategies exist for different business objectives.
- Competitive pricing requires research and analysis.

Essential Questions:

1. How do pricing strategies influence consumer behavior?
2. What factors determine the best pricing approach?
3. How do businesses balance profitability and competitiveness?

Students will know...

- Pricing models and strategies.
- Psychological factors affecting pricing.
- Competitor pricing analysis techniques

Students will be able to...

- Develop a pricing strategy for a product.
- Conduct competitor pricing analysis.
- Adjust pricing based on market data

Key Vocabulary: Price elasticity, penetration pricing, psychological pricing, competitive analysis, profit margin.

Assessment Evidence

Performance Tasks:	**Other Evidence:**
Pricing Strategies: Students work in groups to define a collection of different pricing strategies that are used by businesses. They must then provide examples of each in the real world and pick at least two to explain to the rest of the class **Additional Performance Tasks:** Pricing Math Quiz Legal and Ethical Pricing Pricing Quiz	Pricing Case Study and Presentation

Learning Plan

- Case study on pricing decisions (**TCC2**).
- Competitor pricing research project (**AA1**).
- Presentation of pricing strategies (**CCE4**).

Teacher Resources: Marketing Essentials Textbook, CNBC Original Videos, YouTube, Amazon streaming, Online case studies and simulations, Industry guest speakers, Freakonomics Podcast

Unit 5 - Marketing Information Management

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:
Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making
Assess information needs (NF:077) (CS)
Obtain needed information efficiently (NF:078) (CS)
Evaluate quality and source of information (NF:079) (CS)
Draw conclusions based on information analysis (NF:278) (CS)
Apply information to accomplish a task (NF:080) (CS)
Explain the role of ethics in information management (NF:111) (SP)
Explain legal issues associated with information management (NF:076) (MN)
Determine venture's information technology needs (NF:012) (MN)
Conduct an environmental scan to obtain business information (NF:015, LAP-NF-015) (SP)
Interpret statistical findings (NF:093) (SP)
Translate research findings into actionable business recommendations (NF:216) (SP)
Explain the principles of data analysis (NF:139) (SP)
Explain the nature of tools that can be used to access information in the database system (NF:140) (SP)

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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)

- TCC3 (9-12): I can integrate relevant information to produce multiple valid solutions.
- TI2 (9-12): I can evaluate my objectives and a variety of credible resources to find the best solutions.
- P4 (9-12): I can take on challenges and engage in long-term strategies to overcome them.

Understandings: Students will understand that...

- Marketing data is essential for making informed business decisions.
- Various research methods provide different insights into consumer behavior.

Essential Questions:

1. How do businesses collect and analyze marketing data?
2. What are the different types of market research?
3. How does data interpretation impact marketing decisions?

• Businesses must analyze and apply data effectively to stay competitive.	
Students will know… • Data collection methods and research techniques. • How to interpret and apply marketing analytics. • The ethical considerations in data usage.	**Students will be able to...** • Conduct marketing research using primary and secondary data. • Analyze and interpret data to make marketing recommendations. • Utilize data visualization tools to communicate insights.
Key Vocabulary: Market research, data analysis, consumer insights, qualitative vs. quantitative research, data visualization.	
Assessment Evidence	
Performance Tasks: MIM Role Play: Students are paired up and take on different roles within a business. Each student is then provided a scenario that relates to DECA's competitive event series in the marketing information management category. The scenario requires students to prepare a response and hit certain performance indicators in an allotted amount of time. **Additional Performance Tasks:** MIM Guiding Questions MIM Interim Quiz	**Other Evidence:** MIM presentation with data
Learning Plan	
• Conducting consumer surveys and analyzing results (**TCC3**). • Case study on how businesses use data (**TI2**). • Presenting marketing research findings using data visualization (**P4**)	
Teacher Resources: Marketing Essentials Textbook, CNBC Original Videos, YouTube, Amazon streaming, Online case studies and simulations, Industry guest speakers, Freakonomics Podcast	

Unit 6 - Product/Service Management

Desired Results - Goals, Transfer, Meaning, Acquisition

Established Goals:

Implement purchasing activities to obtain business supplies, equipment, resources, and services.
Explain the nature and scope of purchasing (OP:015, LAP-OP-015) (CS)
Place orders/reorders (OP:016) (CS)
Maintain inventory of supplies (OP:031) (CS)
Discuss the importance of utilizing ethical purchasing methods (OP:246) (SP)
Explain the impact of the purchasing process on productivity (OP:247) (SP)
Manage the bid process in purchasing (OP:160) (SP)
Select vendors (OP:161) (SP)
Evaluate vendor performance (OP:162) (SP)
Establish bid specifications (OP:243) (MN

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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)

- AA3 (9-12): I can adjust my expectations and behaviors to succeed in a changing environment.
- TCC4 (9-12): I can integrate my learning to adapt to experiences in the classroom, career, and life.
- TI3 (9-12): I can formulate and investigate probing questions to further my learning.

Understandings: Students will understand that…

- Products and services evolve to meet changing consumer needs.
- Businesses must continuously manage and improve their offerings.
- The product life cycle affects marketing and business strategies.

Essential Questions:

1. How do businesses develop and improve products and services?
2. What role does the product life cycle play in marketing strategies?
3. How do businesses ensure product relevance in a competitive market?

Students will know...	**Students will be able to...**
• Product life cycle stages. • Strategies for product development and improvement. • The role of consumer feedback in product management.	• Analyze product life cycles and recommend improvements. • Develop a proposal for a new product or service. • Evaluate strategies for maintaining product competitiveness.
Key Vocabulary: Product life cycle, innovation, market testing, product differentiation, customer feedback.	
Assessment Evidence	
Performance Tasks: Product positioning map: Students create a poster that illustrates product positioning in an industry of their choice or assigned. The map must include pictures and an explanation/rationale about where certain products/brands were placed on the map. **Additional Performance Tasks:** Product Life Cycle Product mix Build a brand	**Other Evidence:** Burger Rebrand Final Exam
Learning Plan	
• Analyzing product life cycles of real-world brands (**TCC4**). • Group project on designing and marketing a new product (**TI3**). • Evaluating product improvement strategies through case studies (**AA3**).	
Teacher Resources: Marketing Essentials Textbook, CNBC Original Videos, YouTube, Amazon streaming, Online case studies and simulations, Industry guest speakers, Freakonomics Podcast	