

Marketing Fundamentals
Chambersburg Area School District

Course Map Timeline: 1 Semester / 90 Days (90 mins per class)
2026

Unit	Days	Days	Days	Days	Days	Days
Unit 1: Introduction to Marketing and Consumer Behavior	15					
Unit 2: Market Research and Data Analysis		13				
Unit 3: Market Segmentation and Target Marketing			17			
Unit 4: Product Development and Brand Management				20		
Unit 5: Pricing Strategies and Revenue Management					15	
Unit 6: Integrated Marketing Communications						10

Topic: Unit 1 **Introduction to Marketing and Consumer Behavior****Key Learning:**

Students will identify marketing career opportunities and professional requirements, analyze marketing's impact on society and business operations, and explain the consumer decision-making process with supporting psychological and social factors. Assessment includes a consumer behavior analysis project where students observe and analyze real consumer purchasing decisions using theoretical frameworks.

Unit Essential Question(s):

- **How do marketers understand and influence consumer decision-making in modern markets?**

Concept: Marketing Foundations and Career Opportunities	Concept: Marketing's Impact on Society and Business	Concept: Consumer Decision-Making Process
PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.C, 15.9.12.D	PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.C, 15.9.12.D	PA State Standards: 15.9.12.A, 15.9.12.B, 15.9.12.C, 15.9.12.D
Lesson Essential Question(s): • What role does marketing play in connecting businesses with consumers in a market economy? • How do marketing professionals contribute to business success across different industries? • What career paths and professional designations are available in the marketing field?	Lesson Essential Question(s): • How does marketing influence household purchasing decisions and consumer behavior? • What positive and negative effects does marketing have on businesses and society? • How can marketing practices promote social responsibility and ethical business conduct?	Lesson Essential Question(s): • What factors influence how consumers recognize needs and search for information? • How do psychological, social, and cultural factors affect consumer purchasing decisions? • What role do emotions, attitudes, and perceptions play in consumer behavior?
Vocabulary: Marketing, Utility, Exchange, Market Economy, Marketing Professional, Brand Manager	Vocabulary: Consumer Behavior, Social Responsibility, Ethical Marketing, Economic Impact, Innovation	Vocabulary Consumer Decision-Making, Need Recognition, Information Search, Purchase Decision, Post-Purchase Behavior, Motivation, Perception

Topic: Unit 2 **Market Research and Data Analysis****Key Learning:**

Students will design and conduct basic market research studies, analyze consumer data using appropriate statistical techniques, and apply research findings to marketing decision-making scenarios. Assessment includes a comprehensive market research project where students identify a marketing problem, design research methodology, collect and analyze data, and present actionable recommendations.

Unit Essential Question(s):

- **How do marketers gather, analyze, and apply consumer insights to make informed business decisions?**

Concept: Market Research Methods and Design	Concept: Data Collection and Analysis Techniques	Concept: Research Application and Decision-Making
PA State Standards: 15.9.12.E, 15.3.12.A, 15.3.12.B, 15.8.12.D	PA State Standards: 15.9.12.E, 15.3.12.A, 15.3.12.B, 15.8.12.D.	PA State Standards: 15.9.12.E, 15.3.12.A, 15.3.12.B, 15.8.12.D
Lesson Essential Question(s): • What are the differences between primary and secondary research methods in marketing? • How do marketers design effective surveys, focus groups, and observational studies? • What factors determine the most appropriate research method for specific marketing questions?	Lesson Essential Question(s): • How can marketers effectively collect data through digital platforms and traditional methods? • What statistical tools and techniques help marketers analyze consumer data accurately? • How do marketers ensure data quality and reliability in their research findings?	Lesson Essential Question(s): • How do marketers translate research findings into actionable marketing strategies? • What role does market research play in product development and positioning decisions? • How can businesses use consumer insights to improve customer satisfaction and loyalty?
Vocabulary: Market Research, Primary Research, Secondary Research, Qualitative Research, Quantitative Research, Survey, Focus Group	Vocabulary: Data Collection, Statistical Analysis, Sampling, Data Quality, Digital Analytics, Customer Database	Vocabulary: Research Findings, Data Interpretation, Marketing Strategy, Consumer Insights, Decision-Making, Research Bias

Topic: Unit 3 **Market Segmentation and Target Marketing****Key Learning:**

Students will develop comprehensive market segmentation strategies using multiple variables, select and justify target market choices with supporting analysis, and adapt segmentation approaches for diverse cultural contexts. Assessment includes a target marketing project where students segment a chosen market, select target segments, develop positioning strategies, and create culturally appropriate marketing messages.

Unit Essential Question(s):

- **How do marketers identify and reach specific customer groups with tailored marketing messages?**

Concept: Market Segmentation Strategies	Concept: Target Market Selection and Positioning	Concept: Global Market Segmentation and Cultural Considerations
PA State Standards: 15.9.12.C, 15.9.12.K, 15.7.12.C, 15.7.12.I	PA State Standards: 15.9.12.C, 15.9.12.K, 15.7.12.C, 15.7.12.I	PA State Standards: 15.9.12.C, 15.9.12.K, 15.7.12.C, 15.7.12.I
Lesson Essential Question(s): • How do marketers use demographic, psychographic, geographic, and behavioral variables to segment markets? • What criteria determine whether a market segment is viable and profitable for targeting? • How do segmentation strategies differ across various industries and product categories?	Lesson Essential Question(s): • What factors should marketers consider when selecting target markets from identified segments? • How do businesses position their products or services to appeal to specific target markets? • What role does competitive analysis play in target market selection and positioning decisions?	Lesson Essential Question(s): • How do cultural differences affect market segmentation strategies in international markets? • What challenges do marketers face when targeting diverse cultural groups within domestic markets? • How can businesses adapt their segmentation approaches for global market expansion?
Vocabulary: Market Segmentation, Demographics, Psychographics, Geographic Segmentation, Behavioral Segmentation, Segment Viability	Vocabulary: Target Market, Market Selection, Positioning, Value Proposition, Competitive Analysis, Market Potential	Vocabulary: Cultural Segmentation, International Marketing, Cultural Sensitivity, Global Markets, Multicultural Marketing

Topic: Unit 4 **Product Development and Brand Management****Key Learning:**

Students will design new product development processes with appropriate testing stages, analyze product lifecycle strategies for different market conditions, and develop comprehensive brand management plans that build brand equity. Assessment includes a product development project where students create a new product concept, develop lifecycle strategies, and design brand identity elements with supporting rationale.

Unit Essential Question(s):

- **How do marketers develop, manage, and promote products throughout their lifecycle to build strong brands?**

Concept: Product Development and Innovation Process	Concept: Product Lifecycle Management and Strategy	Concept: Brand Building and Brand Equity Management
PA State Standards: 15.9.12.F, 15.9.12.G, 15.8.12.C, 15.6.12.A	PA State Standards: 15.9.12.F, 15.9.12.G, 15.8.12.C, 15.6.12.A	PA State Standards: 15.9.12.F, 15.9.12.G, 15.8.12.C, 15.6.12.A
Lesson Essential Question(s): • What stages comprise the new product development process from idea generation to market launch? • How do marketers identify consumer needs and translate them into viable product concepts? • What role do testing and refinement play in successful product development?	Lesson Essential Question(s): • How do marketing strategies change as products move through introduction, growth, maturity, and decline stages? • What decisions must marketers make about product modifications, extensions, and discontinuation? • How do businesses manage product portfolios to maximize profitability across different lifecycle stages?	Lesson Essential Question(s): • What elements contribute to strong brand identity and how do marketers build brand recognition? • How do businesses measure and manage brand equity to create long-term competitive advantages? • What ethical considerations should guide brand management decisions and communications?
Vocabulary: Product Development, Innovation, New Product Development Process, Concept Testing, Market Testing, Product Launch	Vocabulary: Product Lifecycle, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Product Portfolio, Product Modification	Vocabulary: Brand Identity, Brand Recognition, Brand Equity, Brand Positioning, Brand Extension, Brand Management

Topic: Unit 5 **Pricing Strategies and Revenue Management****Key Learning:**

Students will develop pricing strategies aligned with business objectives and market conditions, implement pricing tactics that influence consumer behavior positively, and analyze pricing performance using financial metrics and competitive intelligence. Assessment includes a pricing strategy project where students analyze a company's current pricing approach, recommend improvements, and project financial impacts of proposed changes.

Unit Essential Question(s):

- **How do marketers develop pricing strategies that maximize revenue while delivering customer value?**

Concept: Pricing Objectives and Strategy Development	Concept: Pricing Tactics and Implementation	Concept: Price Monitoring and Financial Analysis
PA State Standards: 15.9.12.H, 15.6.12.B, 15.6.12.G, 15.8.12.R	PA State Standards: 15.9.12.H, 15.6.12.B, 15.6.12.G, 15.8.12.R	PA State Standards: 15.9.12.H, 15.6.12.B, 15.6.12.G, 15.8.12.R
Lesson Essential Question(s): • What pricing objectives guide businesses in setting prices for their products and services? • How do cost-based, competition-based, and value-based pricing approaches differ in application? • What factors must marketers consider when developing comprehensive pricing strategies?	Lesson Essential Question(s): • How do psychological pricing, bundle pricing, and dynamic pricing tactics influence consumer behavior? • What role do discounts, promotions, and seasonal pricing play in revenue optimization? • How can businesses implement pricing changes while maintaining customer relationships?	Lesson Essential Question(s): • How do marketers monitor competitor pricing and market price trends to inform pricing decisions? • What financial metrics help businesses evaluate pricing strategy effectiveness? • How can businesses use pricing analytics to optimize revenue and profitability?
Vocabulary: Pricing Objectives, Cost-Based Pricing, Competition-Based Pricing, Value-Based Pricing, Price Skimming, Market Penetration Pricing	Vocabulary: Psychological Pricing, Bundle Pricing, Dynamic Pricing, Promotional Pricing, Discount Strategy, Revenue Optimization	Vocabulary: Price Monitoring, Competitor Analysis, Price Elasticity, Profit Margin, Pricing Analytics, Financial Performance

Topic: Unit 6 **Integrated Marketing Communications****Key Learning:**

Students will develop integrated communication strategies with consistent messaging across multiple channels, create media plans that effectively reach target audiences through optimal channel combinations, and implement measurement systems that track campaign performance and guide optimization decisions. Assessment includes an integrated marketing communications project where students develop a complete campaign strategy, create promotional materials, and design measurement frameworks.

Unit Essential Question(s):

- **How do marketers create cohesive communication strategies that effectively reach and persuade target audiences?**

Concept: Communication Strategy and Message Development	Concept: Traditional and Digital Media Integration	Concept: Campaign Execution and Performance Measurement
PA State Standards: 15.9.12.I, 15.9.12.J, 15.3.12.C, 15.3.12.D	PA State Standards: 15.9.12.I, 15.9.12.J, 15.3.12.C, 15.3.12.D	PA State Standards: 15.9.12.I, 15.9.12.J, 15.3.12.C, 15.3.12.D
Lesson Essential Question(s): • How do marketers develop compelling messages that resonate with target audience needs and motivations? • What role do communication objectives play in guiding message strategy and media selection? • How can businesses ensure message consistency across different communication channels and touchpoints?	Lesson Essential Question(s): • How do traditional media channels (television, radio, print) complement digital marketing platforms? • What factors determine the most effective media mix for reaching specific target audiences? • How can marketers measure and optimize media performance across integrated campaigns?	Lesson Essential Question(s): • What steps ensure successful execution of integrated marketing communication campaigns? • How do marketers measure campaign effectiveness and return on marketing investment? • What adjustments can improve campaign performance during and after implementation?
Vocabulary: Integrated Marketing Communications, Message Strategy, Communication Objectives, Target Audience, Brand Consistency, Key Messages	Vocabulary: Media Planning, Media Mix, Traditional Media, Digital Media, Media Buying, Audience Measurement, Campaign Optimization	Vocabulary: Campaign Execution, Performance Measurement, Key Performance Indicators (KPIs), Return on Marketing Investment (ROMI), Campaign Analytics