








<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<p><b>Marketing Basics</b> (Week 1, 2 Weeks)</p>	<p>What makes your favorite product your favorite product? What is Marketing? How do the 7 core functions of marketing, specifically pricing, promoting, selling and distribution affect me personally?</p>	<p>Students will learn basic principles that companies use to make awesome products that people want to buy.</p>	<p>Students will be able to identify the various marketing functions and give examples from their everyday lives and thus how they are personally affected by marketing.</p>	<p>Marketing Market Planning Marketing Information Management Pricing Product/Service Management Promotion Channel Management Selling</p>	<p><b>The Products We Use</b> <b>Formative: Oral: Discussion</b> Students will select a product that they are familiar with and consider important (cell phone, IPod, brand name sneakers, etc.) and detail this product from the various marketing functions grasping which function(s) had the most impact on their decision to buy.</p> <p><b>Marketing/Functions of Marketing Quiz</b> <b>Common: Other: Quiz</b></p> <p> Marketing I Unit 1 The World of Marketing Quiz</p>


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<p><b>Marketing Mix</b> (Week 3, 1 Week)</p>	<p>What four marketing elements make up the marketing mix? Why should marketing mix elements be planned together rather than separately?</p>	<p>Students will understand the marketing mix often referred to as the "4Ps of Marketing."</p>	<p>Students will be able to: identify the four elements of the marketing mix (Product, Price, Place, Promotion); and 2) discover how each element is strategically used to make marketing decisions.</p>	<p>Marketing mix -Product -Price -Place -Promotion</p>	<p><b>4 Ps of Marketing Chart</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will pick a variety of products that they are familiar with and describe how each is marketed using the 4 Ps.</p> <p> Marketing I Unit 1 Exam</p>
<p><b>Marketing Planning</b> (Week 4, 1 Week)</p>	<p>What is a Marketing Planning? What is a Marketing Plan? What is market position and market share and why are they important to companies? What is a SWOT analysis and how do businesses use it to plan?</p>	<p>A student will understand how a company considers internal and external factors to understand the current market.</p>	<p>Students will be able to: 1) define market planning and a market plan; 2) define and give examples of market position and market share; and 3) explain how a business can use a SWOT analysis to plan for opportunities in the market.</p>	<p>Market Planning Marketing Plan Market Position Market Share SWOT Analysis</p>	<p><b>Marketing Plan Analysis</b> <b>Summative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will analyze a Marketing Plan and identify the various marketing strategies included in the plan.</p>

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<p><b>Market Identification/S</b> (Week 5, 2 Weeks)</p>	<p>What is a Market?            What is Target Marketing?            What is the difference between Business to Business Marketing vs. Business to Consumer Marketing?            What is Market Segmentation?            How are Markets commonly segmented and why is it important to Marketers?</p>	<p>Students will understand the concepts and strategies utilized to determine and target marketing strategies to a select audience.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>• Define the term market</li> <li>• Define the term target market</li> <li>• Identify examples of niche marketing</li> <li>• Identify an appropriate target market within a specific industry.</li> <li>• Distinguish types of markets including: Business to Business (B2B) and Business to Consumer (B2C)</li> <li>• Define the term market segmentation</li> <li>• Identify common methods used to segment a market (demographic, psychographic, geographic, and behavioral)</li> </ul>	<p>Market            Market Identification            Target Market            Niche Marketing            Business to Business Marketing (B2B)            Business to Consumer Marketing (B2C)            Market Segmentation            -Demographics            -Psychographics            -Geographic Segmentation            -Behavioral Segmentation</p>	<p><b>Business and Products Segmentation Activity</b>  <b>Formative: Performance: Authentic Task</b>            Students will identify which Marketing Segment would most likely use/frequent a list of 25 products/businesses.</p> <p><b>Market/Market Identification Quiz</b>  <b>Summative: Other: Quiz</b></p>

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<b>Marketing Information Management</b> <i>(Week 7, 1 Week)</i>	What is Marketing Information and why is it important to Marketers?	Students will understand the concepts needed to gather and evaluate information for use in making business decisions.	Students will be able to describe marketing information and how it influences marketing decisions.	Marketing Information Marketing Information Management	<b>Marketing Information Project</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will search the internet to locate various types of marketing information (sales figures, revenues, profits, market share, etc.) for some well know products/businesses and discuss the importance of the information in small groups.
<b>Market Research</b> <i>(Week 8, 1 Week)</i>	What is market research? What is the difference between Primary and Secondary Research? What are some sources of secondary research? How does one conduct Primary Research?	Students will: 1) gain an understanding of market research and its importance in making business decisions; and 2) be able to identify the steps of market research.	Students will be able to create a market research survey.	Market Research Primary Market Research Secondary Market Research Survey	<b>Marketing Survey</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will create a survey and analyze the results.  <b>Market Research Quiz</b> <b>Summative:</b> <b>Other: Quiz</b>

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<p><b>Product and Service Management</b> (Week 9, 2 Weeks)</p>	<p>What is product and service management and what is its role as a marketing function? What are product opportunities and how do they present themselves? What is Product Mix? What is the Product Life-Cycle and how does it affect marketing decisions?</p>	<p>Students will understand the concepts to introduce, maintain, and improve a product or service mix. (Note- Branding is not included in the State's Strands and Standards for this course but as I think it should be, I have included it on this map)</p>	<p>Students will be able to generate product ideas that could be used in a school-based enterprise (ie.school store). Students will be able to develop a product mix based on a real world/time setting.</p>	<p>Products -goods -services Product line Product width Product depth Product life cycle -introduction stage -growth stage -maturity stage -decline stage Branding (optional)</p>	<p><b>Product Life-Cycle Activity</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will research a product and examine its life cycle with a partner or groups.</p> <p><b>Product and Service Management Quiz</b> <b>Summative:</b> <b>Other: Quiz</b></p> <p> Marketing I Unit 3 Product and Service Mgmt Quiz</p>

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<p><b>Pricing</b> (Week 11, 2 Weeks)</p>	<p>How are prices determined/set in a free market economy? What is a break-even point? What are some pricing techniques used in a free market economy and what are the various settings/seasons/ and timing for these techniques?</p>	<p>Students will understand concepts and strategies utilized in determining and adjusting prices to maximize profit and meet customers' perceptions of value.</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Identify goals for pricing: profit, market share and competitive pricing</li> <li>Identify factors affecting a business's price: supply and demand, perceived value, costs &amp; expenses (profit margin), competition</li> <li>Explain the economic principle of break-even point</li> <li>Discuss how businesses use pricing strategies to attract customers. (Strategies may include: odd/even pricing, loss leaders, prestige pricing, penetration pricing, price bundling, price lining, Everyday low pricing.)</li> </ol>	<p>supply and demand perceived value costs &amp; expense profit margin competition break-even point Pricing strategies -odd/even pricing -loss leaders -prestige pricing -penetration pricing, -price bundling -price lining -Everyday Low Pricing (ELP)</p>	<p><b>Pricing Strategies Assignment</b> <b>Summative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will identify various pricing strategies used by businesses in sales advertisements in a local newspaper.</p> <p><b>Pricing Quiz</b> <b>Summative:</b> <b>Other: Quiz</b></p> <p><b>Unit 3 Exam</b> <b>Summative: Test: Common</b></p> <p> Marketing I Unit 3 Pricing Quiz</p> <p> Marketing I Unit 3 Exam</p>

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<p><b>Channel Management</b> (Week 13, 1 Week)</p>	<p>What is Channel Management and who are some key members in the channel of distribution? What is the role of an intermediary in the channel of distribution?</p>	<p>Students will understand the role of channel members and methods of product transportation.</p>	<p>Students will be able to: 1) define and identify methods of distribution; 2) understand the roles of intermediaries including: manufacturer, agent, wholesaler/industrial distributor, retailer, and consumer/industrial user; and 3) identify various methods of transportation for products including: trucks, air, ship, and rail.</p>	<p>Channel Management Channels of Distribution Intermediaries -manufacturer -agent -wholesaler/industrial distributor -retailer -consumer/industrial user Methods of Transportation -trucking -air -ship -rail -pipeline</p>	<p><b>Channels of Distribution Chart</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will create a chart showing various products and how marketers get them to their customers.</p> <p><b>Channel Mgmt Quiz</b> <b>Summative: Test: Common</b></p> <p> Marketing I Unit 4 Channels of Distribution Quiz</p>

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**Promotion**  
(Week 14, 2 Weeks)


What is promotion?  
What is the role of promotion as a function of marketing?  
What are some forms of advertising used to communicate with a target audience?

Students will understand the process and methods to communicate information about products to achieve a desired outcome.


Students will be able to: 1) define and explain promotion and its role as a marketing function; 2) identify elements of the promotional mix including: advertising, public relations, personal selling, sales promotion; 3) understand and be able to identify the various promotional channels used to communicate with the targeted audiences including advertising: print media (outdoor, newspaper, magazine, direct mail); digital (e-mail, apps, social media); broadcast (TV and radio); 4) identify public-relations activities including press releases and publicity; and 5) be able to identify and discuss examples of sales promotions including: coupons, loyalty programs, rebates, samples, premiums, sponsorship, and product placement.

Promotion  
Promotional Mix  
-advertising  
-public relations (press releases/publicity)  
-personal selling  
-sales promotion (coupons, loyalty programs, rebates, samples, premiums, sponsorship, and product placement)  
Advertising  
-print media (outdoor, newspaper, magazine, direct mail)  
-digital media (e-mail, apps, social media)  
-broadcast media (TV and radio)

**Advertising Assignment**  
**Formative: Performance: Authentic Task**  
Students will create a print-ad as well as a radio and television ad for a product of their choice. Optimally, it will be the same product that they will use in the selling unit of the course and which they will present a formal sales presentation with.  
**Unit 4 Exam Summative: Test: Common**

 Marketing I  
Unit 4 Exam



Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p><b>Selling</b> (Week 15, 3 Weeks)</p>	<p>What is selling function and what role does customer service play in it? What are some methods for acquiring product information for use in selling and how does one analyze product information in order to identify a product's features and benefits? What are the components of the selling process?</p>	<p>Students will understand how to determine client needs and wants and respond through planned and personalized communication.</p>	<p>Students will be able to: 1) explain the role of personal selling as a marketing function; 2) explain the role of customer service as a component of selling relationships; 3) explain the importance preparing for the sale including: gaining product knowledge of features and benefits, identifying target market and their needs, and overcoming common objections; 4) identify needs of customers and their buying behaviors (emotional, rational or patronage); 5) explain the steps of the selling process including:</p> <ul style="list-style-type: none"> <li>• approach the customer</li> <li>• determine needs</li> <li>• present the product</li> <li>• overcome objections</li> <li>• close the sale</li> <li>• suggestion selling</li> </ul> <p>and finally, students will be able to perform a sales presentation for a product or service using the steps of the sales process.</p>	<p>Selling Relationship Customer Service Customer Buying Decisions (rational needs, emotional needs, patronage) Product Features Product Benefits Selling Process -approach -determining needs -product presentation overcoming objections -suggestions selling -closing the sale</p>	<p><b>Features/Benefits Chart</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will print off a product information sheet from the internet and create a features/benefits chart for a product of their choice.</p> <p><b>Sales Presentation</b> <b>Summative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will present a formal prepared sales presentation for a product of their choice.</p> <p><b>Unit 5 Exam</b> <b>Summative: Test: Common</b></p> <p> Marketing I Unit 5 Exam Selling</p>
<p><b>State Exam Review and Exam</b> (Week 18, 1 Week)</p>					

