



Marketing 2 (08.0709) (District)

District > Intermediate > Marketing Education > Marketing 2 (08.0709) (District) > Brooks, Jeremy; Creveling, Jan; Densley, Bruce; Juett, David; Merrill, Ashley; Pace, Kelle; Paulsen, Erin; Peoples, John; Phillips, Brooke



<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
<i>Fundamental Marketing Principals</i> (Week 1, 1 Week)	What are the "4 Ps of Marketing" ?	Students will understand the 4 P's of marketing (Product, Price, Place, and Promotion).	Students should be able to recognize the 4 Ps of marketing and be able to identify pertinent information about each of them.	Marketing "4 Ps of Marketing" -Product -Price -Place -Promotion	Marketing Essentials Quiz Formative: Other: Quiz
<i>The 7 Functions of Marketing</i> (Week 2, 1 Week)	What are the functions of Marketing? How do each of them contribute to the success of a company? What are some of the titles for individuals in a company working in the various function areas?	Students will understand the 7 marketing functions: (marketing information management, financing, pricing, promotion, product/service management, distribution, and selling).	Students should be able to recognize the 7 functions of marketing and be able to identify pertinent information about each of them.	Market Planning Marketing Information Management Pricing Product/Service Management Promotion Channel Management Selling	Marketing Functions Definitions Quiz Formative: Other: Quiz

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<p>Market Segmentation (Week 3, 1 Week)</p>	<p>What is Market Segmentation? How are Markets commonly segmented and why is this important to Marketers?</p>	<p>Students will understand market segmentation demographics, psychographics, geographics, and behavioral segmentation.</p>	<p>Students should be able to recognize the various types of market segmentation and be able to identify pertinent information about each of them.</p>	<p>Market Segmentation -Demographics -Psychographics -Geographic Segmentation -Behavioral Segmentation</p>	<p>Market Segmentation Activity Formative: Performance: Authentic Task Students will identify different market segmentations for a variety of products and be able to explain/justify their rational. Quiz Formative: Other: Quiz</p>

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<p>Market Research (Week 4, 1 Week)</p>	<p>What is Primary Market Research? What is Secondary Market Research? Why is primary research better than secondary research?</p>	<p>Students will understand the purpose and power of market research.</p>	<p>Students will be able to define what market research is and explain why it is important.</p>	<p>Market Research</p>	<p>Market Research Formative: Performance: Authentic Task Students will locate some sources of market research done for a specific project and identify and understand why the data collected was important and then decide what could be done with the collected data.</p> <p>Market Research Terms and Definitions Quiz Summative: Other: Quiz</p>

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Primary Market Research Collection Methods <i>(Week 5, 1 Week)</i>	What are some methods for collecting primary research? How might primary research be used to further a company's marketing plan? What are some variables and obstacles that must be considered when conducting primary research (shortcomings, limitations, bias, etc.)	Students will understand methods used to collect primary data: survey, observation, focus groups, experimental.	Students will be able to conduct primary market research.	Observational approach Focus Groups Experimental approaches Telephone Interviews/surveys Internet surveys Customer Satisfaction Surveys Customer Profile data Internal Data Base Point of Sale Consumer/Business Information Companies Political Pollsters Mystery Shoppers	Primary Market Research Activity Formative: Performance: Authentic Task Students will conduct primary market research. Primary Market Research Quiz Summative: Other: Quiz

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Secondary Market Research <i>(Week 6, 1 Week)</i>	What is Secondary Market Research? What is the purpose of secondary research? What is the difference between internal and external data? What are the advantages/disadvantages of secondary marketing research? Are some types of secondary data better than others?	Students will understand the purpose of secondary research and the methods to collect secondary data: internal company data, internet sources, federal and state government sources, trade organizations.	Students will be able to conduct secondary market research.	Secondary Research Internal Secondary Data External Secondary Data Data Analysis Reliability Validity Variables Timeliness Limitations Internal Company Data Internet Sources Local, State, and Federal Sources of Secondary research/data Trade organizations/Publications	Secondary Data Research Assignment Formative: Performance: Authentic Task Students will search out samples of secondary marketing research from a variety of sources (internet, trade publications, and govt. sources) and then analyze the data addressing reliability, variables, timeliness, limitations and validity.

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<i>The Marketing Research Process</i> <i>(Week 7, 1 Week)</i>	What are the essential steps in the marketing research process?	Students will understand the marketing research process: <ol style="list-style-type: none"> a. defining the problem b. obtaining data c. analyzing data d. recommending solutions e. applying the results 	Students will be able to conduct marketing research utilizing all steps of the marketing research process and then apply this to a formal project.	Market Research Process -define the problem -obtain data -analyze data -recommend solutions -apply results -analyze results Variables Reliability Timeliness Limitations Bias Market Research Reports -sales forecasting -economic forecasting -geographic sales distribution	Market Research Project Formative: Performance: Authentic Task Students will conduct a market research project including both primary and secondary data using all elements of the market research process.

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<p>Analyzing Marketing Research (Week 8, 1 Week)</p>	<p>What are some methods used to analyze market research? How does one go about presenting research data?</p>	<p>Students will understand and be able to implement methods to analyze and present research data: charts, graphs, and percentages.</p>	<p>Students will be able to analyze market research addressing reliability, variables, timeliness, limitations and validity.</p>	<p>Market Research Reports -sales forecasting -economic forecasting -geographic sales distribution Charts Graphs Percentages Executive Summary</p>	<p>Market Research Analysis Project Formative: Performance: Authentic Task Students will analyze the research collected in the previous unit project and will present the data.</p> <p>Marketing Research Unit Exam Summative: Test: Common</p>

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<p>Target Markets (Week 9, 1 Week)</p>	<p>What is a Target Market? How does one identify their target market?</p>	<p>Students will understand market segmentation (demographics, psychographics, geographics, and behavioral segmentation) and how it applies in identifying and marketing to a target market.</p>	<p>Students will be able to know what a target market is and choose one as part of a comprehensive marketing plan.</p>	<p>Target Market</p>	<p>Target Market Assignment Formative: Performance: Authentic Task Students will identify various target markets for a variety of products and distinguish the various markets based on the elements of Market Segmentation (demographics, psychographics, geographics, and behavioral segmentation).</p>

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<p>Promotional Mix (Week 10, 1 Week)</p>	<p>What is promotional mix? Why has social media become such an important part of promotional mix? Is any one element of a promotional mix more important than another? Explain What is a promotional schedule and why are they important? How does one go about developing a promotional schedule?</p>	<p>Students will compare and contrast promotional strategies from the promotional mix: advertising, public relations, personal selling, and sales promotion.</p>	<p>Students will recognize various elements of promotional mix and be able to differentiate the strengths and weaknesses of each.</p>	<p>Promotional Mix -Advertising -Publicity -Personal Selling -Sales Promotion -Visual Merchandising Promotional Schedules</p>	<p>Social Media Research Project Formative: Performance: Authentic Task Students will conduct a social media research project and then make a professional presentation of what they learned.</p> <p>Promotional Mix Quiz Summative: Other: Quiz</p>
<p>The Marketing Plan (Week 10, 6 Weeks)</p>	<p>What is a marketing plan? Why do businesses develop marketing plans? How do businesses use marketing plans</p>	<p>Students will identify the components of a marketing plan.</p>	<p>Students will be able to identify the components of a marketing plan and identify a target market in preparation for a marketing plan.</p>	<p>Marketing Plan -Executive Summary -Introduction -Situation Analysis -Target Market Identification -Goals -Strategies (Promotional Plan) -Scheduling -Implementation -Evaluation -Summary</p>	<p>Marketing Plan Formative: Performance: Authentic Task Students will put together a formal marketing plan.</p>

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<p>Marketing Budgets (Week 11, 1 Week)</p>	<p>What is a Marketing Budget? How are budgets determined? What is the criteria and rationale for selecting different types of promotion?</p>	<p>Students will understand marketing budgets.</p>	<p>Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression. Students will understand the criteria and rationale for selecting different types of promotion.</p>	<p>Media Rates cost per frequency lead time reach prime time impression.</p>	<p>Advertising Assignemnt Performance: Authentic Task Students will research advertising rates from various types of advertising (newspaper, magazines, TV, Radio, Billboards, etc.) and will plan a campaign with realistic figures.</p> <p>Quiz Summative: Other: Quiz Quiz</p>

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<p>Coordinating Group Members (Week 12, 1 Week)</p>	<p>What are some guidelines for coordinating group members to accomplish a task? What is synergy? Why are deadlines important?</p>	<p>Students will learn how to coordinate group members in order to create a formal business presentation.</p>	<p>Students will be able to coordinate group members in order to create a formal business presentation.</p>	<p>Synergy Team leader Group dynamics Tasks Assigning tasks Collaboration Coordination Schedules Target dates Milestones Deadline Lines of communication Follow up</p>	<p>Organize Groups Activity Formative: Performance: Authentic Task Students will organize themselves into groups, assign team leaders, tasks, and schedule of tasks.</p> <p>Group Assignment Debrief Summative: Oral: Discussion Students will discuss the assignments made and make sure that everyone has a clear understanding of their roles/responsibilities.</p>

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<p>Organizing a Business Presentation (Week 13, 2 Weeks)</p>	<ul style="list-style-type: none"> • What are some methods for organizing a business presentation? • What are some of the common software as well as presentation tools used to make a formal business presentation? • How does one go about learning more about these tools? 	<p>Students will learn methods to organize a formal business presentation.</p>	<p>Students will be able to organize a formal business presentation.</p>	<ul style="list-style-type: none"> • Business Presentations <p>-organizing thoughts/ideas -gathering information -introduction -research methods -findings and conclusions -proposals -executive summary</p>	<p>Business Plan Outline Formative: Performance: Authentic Task</p> <p>Students will create an outline for a formal business presentation</p>

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<p>Visual Aids (Week 15, 1 Week)</p>	<p>Why are visual- aides important in a business presentation? What are some different types of presentation software? Why might it be advantageous to have team members take turns in the actual presentation? What are open-ended questions?</p>	<p>Students will: 1) learn how to properly use visual-aides; 2) respond to questions; and 3) learn the techniques to persuade the audience to take action</p>	<p>Students will learn the skills needed to be able to give a formal business presentation.</p>	<p>Presentation Software (PowerPoint, Prezi, Corel, Google Docs, Qvidien, migration tools, etc.) Presentation Graphics (pie charts, bar graphs, circle graphs, line graphs, column graphs, scatter diagram, legend, etc.) Projector Wireless presenter Tri-pod Flip chart/Story-board “Closing the deal” (persuasion techniques)</p>	<p>Formal Business Presentation Skills Formative: Performance: Authentic Task Students will: 1) learn how to properly use visual-aides; 2) respond to questions; and 3) learn the techniques to persuade the audience to take action</p> <p>Preparing for the Presentation Team Review Summative: Other: Peer Assessment Students within the presentation group will assess their team's preparation/preparedness for the upcoming formal business presentation.</p>

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<p>Formal Marketing Pitch (Week 16, 2 Weeks)</p> <p>State Exam Review and Exam (Week 18, 1 Week)</p>	<p>Why are visual aides important in a business presentation? What are some different types of presentation software? Why might it be advantageous to have team members take turns in the actual presentation? What are open-ended questions?</p>	<p>Students will learn organize and promote a marketing pitch.</p>	<p>Students will demonstrate the ability to organize and promote a marketing pitch.</p>	<ul style="list-style-type: none"> • Presentation Software (PowerPoint, Prezi, Corel, Google Docs, Qvidien, migration tools, etc.) • Presentation Graphics (pie charts, bar graphs, circle graphs, line graphs, column graphs, scatter diagram, legend, etc.) • Overhead projector • Wireless presenter • Tri-pod • Flip chart • “Closing the deal” (persuasion techniques) 	<p>Formal Business Presentation Summative: Oral: Presentation Students will present their Marketing Plan Note: this assignment is a performance objectives for the course.</p>

