



## Department of Fine, Practical, and Performing Arts

### Marketing I

Grades: 9-12

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Supported by: Dr. James Riley, K-12 Coordinator of Fine Performing and Practical Arts

Last Updated: August 2017

Effective: Fall 2017

### Course Description

The Marketing I course is designed to meet the needs of students who have entered or are preparing to enter an occupation requiring competencies in marketing functions, including finance, market research, sales, and promotions. Marketing education addresses areas of merchandising, publicity, advertising, and provides experiences in the selling process. Benchmark assessments are employed to track individual student progress.

### Scope and Sequence

Month	
September MP 1	Foundations of Marketing
October MP 1	Basic Marketing Concepts
November MP 2	Economics
December MP 2	Nature and Scope of Selling Function

January MP 3	Production Presentation, Customer Objections, Closing the Sale & Suggestion Selling
February MP 3	Promotional Concepts and Strategies
March MP 3	Advertising
April MP 4	Product Planning
May MP 4	Branding, Packaging, and Labeling
June MP 4	Extended Product Features/ Exam Review

<b>Unit 1</b>
<b>The World of Marketing</b>
<b>Summary and Rationale</b>
Students will explore the rationale for marketing and be able to explain, evaluate, and implement the 4 P's of the marketing mix. They will do this through looking at basic marketing concepts, market segmentation strategies, and analyzing at current marketing trends. Students will use a variety of assessment tools such as DECA role play scenarios, case studies, presentations and pitches.
<b>Recommended Pacing</b>
6 weeks
<b>Standards</b>
Marketing Career Cluster

9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
9.3.MK.6	Select, monitor and manage sales and distribution channels.
9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
<b>Interdisciplinary Connections</b>	
21st Century Life and Careers	
9.3.12.BM-BIM.3	Access, evaluate and disseminate information for business decision making.
9.3.21.BM-MGT.1	Describe and follow laws and regulations affecting business operations and transactions.
<b>Integration of Technology</b>	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>Students will explore the rationale for marketing and be able to explain, evaluate,</li> </ul>	<ul style="list-style-type: none"> <li>What is marketing?</li> <li>What is the purpose of marketing in a business?</li> </ul>

<p>and implement the 4 P's of the marketing mix.</p>	<ul style="list-style-type: none"> <li>● How have you been affected by marketing strategies?</li> <li>● Why is marketing necessary in a business?</li> </ul>
<p><b>Evidence of Learning (Assessments)</b></p>	
<ul style="list-style-type: none"> <li>● DECA role play scenarios</li> <li>● Taste test marketing comparison</li> <li>● Marketing mix case studies</li> <li>● Marketing video</li> <li>● Market research and evaluation</li> <li>● Oral presentations/pitches</li> <li>● Market segmentation analysis</li> <li>● Chapter &amp; Unit Tests/Quizzes</li> </ul>	
<p><b>Objectives (SLO)</b></p>	
<p>Students will know:</p> <ul style="list-style-type: none"> <li>● What the purpose of marketing is and where can it be found?</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Define marketing <ul style="list-style-type: none"> <li>○ Taste test comparison</li> <li>○ Analysis of experts definitions of marketing</li> <li>○ What can be marketed video</li> <li>○ Marketing team creation and pitch</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● What are the four “P”s of Marketing?</li> </ul>	<ul style="list-style-type: none"> <li>● Identify, understand and explain the 4 P's of marketing <ul style="list-style-type: none"> <li>○ Market segmentation analyzation</li> <li>○ Marketing mix activity and research</li> <li>○ New market penetration successes and fails</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● How do different industries apply the seven functions of marketing?</li> </ul>	<ul style="list-style-type: none"> <li>● Identify the major functions of marketing <ul style="list-style-type: none"> <li>○ Marketing concept components</li> <li>○ Viral marketing research (Red Nose, Ice Bucket Challenge)</li> <li>○ Guerrilla Marketing examples in everyday life</li> <li>○ Social Media Marketing webquest</li> <li>○ Product seeding of celebrities via Instagram search</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● What are the differences between good and services?</li> </ul>	<ul style="list-style-type: none"> <li>● Define target market and understand the audience for certain goods and services <ul style="list-style-type: none"> <li>○ Demographic survey of company</li> <li>○ Target market analysis (psychographics, demographics)</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>• How are the four P's of marketing used by well known businesses?</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze the benefits of marketing from both business and consumer perspectives <ul style="list-style-type: none"> <li>○ Marketing effort analysis <ul style="list-style-type: none"> <li>■ Business side vs. Consumer side</li> </ul> </li> <li>○ Promotional comparison of new vs. established companies</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• How do businesses develop a marketing mix?</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the benefits of marketing and define marketing concept strategies <ul style="list-style-type: none"> <li>○ Define and study each part of marketing plan</li> <li>○ Marketing plan analysis and comparison</li> <li>○ Marketing plan development</li> </ul> </li> </ul>

**Suggested Resources/Technology Tools**

- Chromebooks
- Google Classroom
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals
- Current Events

**21ST CENTURY LIFE AND CAREER STANDARDS**

*Please select all standards that apply to this unit of study:*

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.**
- Demonstrate creativity and innovation.**
- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.**
- Work productively in teams while using cultural global competence.**

Suggestions on integrating these standards can be found at: <http://www.state.nj.us/education/cccs/2014/career/9.pdf>

## Unit 2

### Economics

#### Summary and Rationale

Students will take a look at the economic side of business. They will look at the phases of the business cycle and its basic functions. Looking at the law of supply and demand and how it relates to a country's GDP (gross domestic product) as well the governmental roles in the free enterprise system.

#### Recommended Pacing

3 weeks

#### Standards

##### Marketing Career Cluster

9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.12.BM -MGT.3	Apply economic concepts fundamental to global business operations.
9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
9.3.MK- COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.

##### Interdisciplinary Connections

##### 21st Century Life and Career- 9.3

9.3.12.BM -MGT.3	Apply economic concepts fundamental to global business operations.
9.3.12.BM -BIM.3	Access, evaluate and disseminate information for business decision making.

Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>Students will identify basic concepts of marketing and its effects on the U.S. economy.</li> </ul>	<ul style="list-style-type: none"> <li>What is the economy?</li> <li>What is risk?</li> <li>How can an economy be competitive?</li> <li>How does the law of supply and demand apply to</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>DECA role play scenarios</li> <li>Supply &amp; demand game</li> <li>SWOT analysis</li> <li>Conduct a PEST analysis</li> <li>Oral presentations/pitches</li> <li>Market segmentation analysis</li> <li>Case studies</li> <li>Marketing economics reaction paper</li> <li>Chapter &amp; Unit Tests/Quizzes</li> </ul>	
<b>Objectives (SLO)</b>	
Students will know: <ul style="list-style-type: none"> <li>The theory of supply and demand.</li> </ul>	Students will be able to: <ul style="list-style-type: none"> <li>Understand gross domestic product, risk, and competition.             <ul style="list-style-type: none"> <li>Interactive supply and demand chart</li> <li>Risk analysis</li> <li>GDP</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>● The role of government in the free enterprise system.</li> </ul>	<ul style="list-style-type: none"> <li>● Identify various types of economies. <ul style="list-style-type: none"> <li>○ Economic analysis</li> <li>○ Country GDP case studies</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● How to conduct a PEST scan to evaluate marketing opportunities or threats.</li> </ul>	<ul style="list-style-type: none"> <li>● Conduct a PEST analysis <ul style="list-style-type: none"> <li>○ PEST analysis step and process identification</li> <li>○ PEST analysis company comparison</li> <li>○ Conduct a PEST analysis</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● The basic principles of the free enterprise system.</li> </ul>	<ul style="list-style-type: none"> <li>● List the major types of business in the organizational market. <ul style="list-style-type: none"> <li>○ Free enterprise market study</li> <li>○ Business identification in the market</li> </ul> </li> </ul>

**Suggested Resources/Technology Tools**

- Chromebooks
- Google Classroom
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals
- Current Events

**21ST CENTURY LIFE AND CAREER STANDARDS**

*Please select all standards that apply to this unit of study:*

- Act as a responsible and contributing citizen and employee.**
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.**
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.**
- Plan education and career paths aligned to personal goals.



- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.

Suggestions on integrating these standards can be found at: <http://www.state.nj.us/education/cccs/2014/career/9.pdf>

<b>Unit 3</b>	
<b>Selling</b>	
<b>Summary and Rationale</b>	
<p>Students will delve into the sales process and different selling situations encountered in the business world. They will study the evolutions of sales processes and relate them to the real world current and past sales trends. Students will look at consumer motives and the decision making process behind purchases as well as how to respond to customer objections.</p>	
<b>Recommended Pacing</b>	
8 weeks	
<b>Standards</b>	
Marketing Career Cluster	
9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.MK.6	Select, monitor and manage sales and distribution channels.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.

9.3.MK-MER.6	Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
9.3.MK-SAL.1	Access, evaluate and disseminate sales information
9.3.MK-SAL.2	Apply sales techniques to meet client needs and wants.
21st Century Career and Life- 9.3	
9.3.HU-CSM.2	Communicate product or equipment features that meet the needs of clients and consumers.
9.3.12.BM-BIM.3	Access, evaluate and disseminate information for business decision making.
Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	
<b>Essential Questions:</b>	
<ul style="list-style-type: none"> <li>Students will study a consumer's decision making process and buying motives as well as the sales process.</li> <li>Students will look at different product presentation techniques that appeal to the consumer in order to complete the sale.</li> </ul>	<ul style="list-style-type: none"> <li>How have you been affected promotion?</li> <li>What does an effective advertisement look like?</li> <li>What are the skills necessary to close a sale?</li> <li>What are consumer buying motives?</li> <li>What is the purpose of credit?</li> <li>What is a budget?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>DECA role play scenarios</li> <li>Feature/benefit analysis chart</li> <li>Selling videos (Door to Door)</li> <li>Tupperware selling project</li> <li>Budget creation</li> <li>Objection analysis sheets</li> <li>Sell and Spin video</li> </ul>	

- Sales oral presentation
- Chapter & Unit Tests/Quizzes

**Objectives (SLO)**

<p>Students will know:</p> <ul style="list-style-type: none"> <li>● The purpose and goal of the selling function.</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Identify selling functions <ul style="list-style-type: none"> <li>○ Selling options T-chart comparison</li> <li>○ Goal/objective identification in sales examples</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Consumer decision making</li> </ul>	<ul style="list-style-type: none"> <li>● Identify strategies for good customer service and the importance of building clientele <ul style="list-style-type: none"> <li>○ Customer service video examples &amp; analysis</li> <li>○ Breakdown of good vs. bad customer service experiences</li> <li>○ Identify key good customer service initiatives, create sample business customer service initiative</li> </ul> </li> <li>● Identify the steps in the decision making process <ul style="list-style-type: none"> <li>○ Breakdown a purchase of their own</li> <li>○ Flow chart of decision making process</li> <li>○ Study how certain companies successfully</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Why products are presented in different ways</li> </ul>	<ul style="list-style-type: none"> <li>● Analyze trends &amp; technology <ul style="list-style-type: none"> <li>○ Virtual “field trip” to analyze current product presentation trends</li> <li>○ Analyze presentation of different products</li> <li>○ Innovative technology in the sales world</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● How and why companies utilize budgets</li> </ul>	<ul style="list-style-type: none"> <li>● Create and analyze a budget <ul style="list-style-type: none"> <li>○ Develop a budget</li> <li>○ Analyze a company’s financials</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● How to use math in sales</li> </ul>	<ul style="list-style-type: none"> <li>● Explain the purpose of credit <ul style="list-style-type: none"> <li>○ Credit repayment</li> <li>○ Shark tank credit analysis and comparison</li> </ul> </li> <li>● Utilize formulas for mark-ups, mark-downs, ROI, etc. <ul style="list-style-type: none"> <li>○ Analyze financial statements and budgets</li> <li>○ Complete business based word problems</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>● Customer buying motives and customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>● Identify customer buying motives <ul style="list-style-type: none"> <li>○ Consumer psychology video interview</li> <li>○ Focus group research on buying motives</li> </ul> </li> <li>● Analyze how customers make buying decisions <ul style="list-style-type: none"> <li>○ Psychology of pricing documentary</li> <li>○ Post purchase reactions (buyer's regret, reviews, buyer's satisfaction level)</li> </ul> </li> <li>● Demonstrate techniques to initiate a sale &amp; determine customer needs <ul style="list-style-type: none"> <li>○ Customer need infographic</li> <li>○ Survey and analyze data on customer needs</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● The sales process</li> <li>● Types of selling situations</li> </ul>	<ul style="list-style-type: none"> <li>● Describe the various selling situations encountered in the business world <ul style="list-style-type: none"> <li>○ Selling technique flow chart</li> <li>○ Selling situational role play and analysis</li> </ul> </li> <li>● Identify steps of sales process <ul style="list-style-type: none"> <li>○ Sales process case study</li> <li>○ Step identification in example role play sales</li> </ul> </li> </ul>

**Suggested Resources/Technology Tools**

- Chromebooks
- Google Classroom
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals
- Current Events

**21ST CENTURY LIFE AND CAREER STANDARDS**

*Please select all standards that apply to this unit of study:*

- Act as a responsible and contributing citizen and employee.**
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.
- Demonstrate creativity and innovation.**
- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.**
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.**
- Work productively in teams while using cultural global competence.**

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Unit 4	
Promotion	
Summary and Rationale	
<p>Students will look at the different promotional avenues from advertising media to public relations. They will understand the financial side to it and the justification for these costs. They will look at the elements of the promotional mix, consumer sales promotions, and how they relate to a company's marketing plan as a whole. Real world examples and companies will be used to look at trends and successful/unsuccessful promotional strategies.</p>	
Recommended Pacing	
8 weeks	
Standards	
Marketing Career Cluster	
9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.

9.3.MK-MER.7	Communicate information about retail products, services, images and/or ideas
21st Century Life and Careers- 9.3	
9.3.HU-CSM.2	Communicate product or equipment features that meet the needs of clients and consumers.
9.3.12.BM-BIM.1	Describe and follow laws and regulations affecting business operations and transactions.
9.3.12.BM-MGT.2	Access, evaluate and disseminate information for business decision making.
Integration of Technology	
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>Students will look at promotion through promotional planning using personal selling, advertising public relations, and special promotions.</li> </ul>	<ul style="list-style-type: none"> <li>What if a business didn't advertise?</li> <li>How do promotional strategies affect the company?</li> <li>What is promotion?</li> <li>How is promotion effective?</li> <li>Can you justify the costs associated with advertising?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>DECA role play scenarios</li> <li>Super Bowl commercial project</li> <li>Press Release</li> <li>Promotional videos</li> <li>Public relation videos</li> <li>Advertising commercial analysis</li> <li>Advertising history project</li> <li>Oral presentations/pitches</li> <li>Case studies</li> <li>Chapter &amp; Unit Tests/Quizzes</li> </ul>	

Objectives (SLO)	
<p>Students will know:</p> <ul style="list-style-type: none"> <li>● The principles of preparing an advertisement layout</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Determine the best advertising technique for a product/service <ul style="list-style-type: none"> <li>○ Advertising technique identification</li> <li>○ EdPuzzle identifying advertising technique used for promotion</li> <li>○ Rhetoric study (ethos, pathos, lagos) of speakers and transfer to promotion</li> </ul> </li> <li>● Create a promotional commercial <ul style="list-style-type: none"> <li>○ Participate in the annual Crash the Super Bowl Dorito commercial creation contest</li> <li>○ Chose an advertising technique and develop a storyboard</li> <li>○ Film and edit commercial</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● The nature and scope of public relations/publicity and how it can be positive/negative for a company</li> </ul>	<ul style="list-style-type: none"> <li>● Describe the nature and scope of public relations/publicity <ul style="list-style-type: none"> <li>○ Different types of PR search</li> <li>○ Effects of PR (negative and positive)</li> <li>○ PR representative study on prominent figure's career and image</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Elements of the promotional mix</li> </ul>	<ul style="list-style-type: none"> <li>● Explain the role of promotion as a marketing function <ul style="list-style-type: none"> <li>○ Psychology behind promotion</li> <li>○ Successful vs. unsuccessful advertisements</li> </ul> </li> <li>● Identify elements of the promotional mix <ul style="list-style-type: none"> <li>○ Chiptole promotional analysis</li> <li>○ Brick and mortar store promotional strategies vs. online vs. combination (comparison and analysis)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● Media costs vary depending on the type of media, location, and audience</li> <li>● Methods used for promotional budgeting</li> </ul>	<ul style="list-style-type: none"> <li>● Summarize how media costs are determined and justified <ul style="list-style-type: none"> <li>○ Media cost webquest</li> <li>○ SuperBowl advertising case study</li> </ul> </li> <li>● Identify principles of preparing an advertisement layout <ul style="list-style-type: none"> <li>○ Storyboard creation</li> <li>○ Identifying steps/path of an advertisement <ul style="list-style-type: none"> <li>■ Follow advertisement path from start to finish (from ex company)</li> </ul> </li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>● How to select the right medium to use for advertising purposes</li> </ul>	<ul style="list-style-type: none"> <li>● Identify the different types of advertising media and when to use them. <ul style="list-style-type: none"> <li>○ Media outlet study</li> <li>○ Internet/social media usage analysis</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● The goal of promotional advertising</li> <li>● The different types of advertising media</li> </ul>	<ul style="list-style-type: none"> <li>● Identify the different types of advertising media and when to use them. <ul style="list-style-type: none"> <li>○ Promotional scavenger hunt</li> <li>○ Advertising medias identification and T-chart comparison</li> <li>○ Advertising objective case study</li> </ul> </li> </ul>

**Suggested Resources/Technology Tools**

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- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
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## Unit 5

### Product Planning

#### Summary and Rationale

In the final unit, students will look into the concept of the product mix. All aspects will be covered including the product life cycle and how it affects the marketing decisions of a company. Students will also study the nature of branding and the different strategies and law involved in the process. They will also study pricing strategies and concepts as well as distribution and how all of these affect the company's ultimate goal: sales.

#### Recommended Pacing

8 weeks

#### Standards

##### Marketing Career Cluster

9.3.MK.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
9.3.MK.6	Select, monitor and manage sales and distribution channels.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK-MER.3	Move, store, locate and/or transfer ownership of retail goods and services.
9.3.MK-MER.5	Determine and adjust prices to maximize return and meet customers' perceptions of value.

21st Century Life and Careers- 9.3	
9.3.HU-CSM.2	Communicate product or equipment features that meet the needs of clients and consumers.
9.3.12.BM-BIM.1	Describe and follow laws and regulations affecting business operations and transactions.
9.3.12.BM-MGT.2	Access, evaluate and disseminate information for business decision making.
Integration of Technology	
8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Students will understand the planning of a product and the life cycle it goes through as a product/service.</li> <li>● Students will understand the nature of branding and how it affects a company's marketing outreach through identifying brand strategies.</li> <li>● Students will understand the importance of price and all of the factors that affect the pricing decision.</li> <li>● Students will understand the channels of distribution and be able to select the appropriate channel in order to sell products effectively.</li> </ul>	<ul style="list-style-type: none"> <li>● What is a brand?</li> <li>● How is a company's image portrayed?</li> <li>● Is there a product life cycle?</li> <li>● Does law affect marketing?</li> <li>● What are factors used by marketers to position products?</li> <li>● Does price affect marketing?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>● DECA role play scenarios</li> <li>● Tucker video analysis</li> <li>● New product development and design pitch</li> <li>● Branding strategy video series reflection</li> <li>● Packaging psychology comparison</li> <li>● Channel distribution research</li> </ul>	

- Extended product features research
- Oral presentations/pitches
- Case studies
- Chapter & Unit Tests/Quizzes

**Objectives (SLO)**

Students will know:

- The strategies of pricing and their goals
- Profit vs. markup pricing
- How to calculate prices/discounts using different pricing strategies

Students will be able to:

- Understand the goals of pricing
  - Shark tank ROI calculation
  - Psychology of .99 cents video
- Assess market factors affecting prices
  - Supply and demand analysis
  - Shortage vs. Surplus (supply/demand) analysis
- Understand profit vs. markup pricing and the calculations for prices/discounts
  - Business word problems
  - Small company financial statement calculations

- The different channels for distribution

- Understand the different channels of distribution
  - Distribution channel flow chart
  - Wal-Mart case study
  - B2B (Business to Business), B2C (Business to Consumer) comparison

- The elements of the product mix

- Explain the concept of the product mix
  - What goes into a product Animoto video
  - Different “products” analysis (what’s considered a product)
  - Market research study before product creation
- Describe the function of packaging
  - Psychology of colors in branding/packaging
  - How packaging affects product quality

- How to identify factors used to position product (placement)

- Describe factors used by marketers to position products
  - Global brand study
  - Cost of selling abroad video

<ul style="list-style-type: none"> <li>● The branding process and different branding strategies</li> </ul>	<ul style="list-style-type: none"> <li>● Identify labeling laws and how they affect the branding of a product <ul style="list-style-type: none"> <li>○ Law identification</li> <li>○ Law analysis and application to current trends</li> </ul> </li> <li>● Explain the nature of branding <ul style="list-style-type: none"> <li>○ Brand image study of Coca-Cola</li> <li>○ Brand image study of Chick-Fil-A</li> </ul> </li> <li>● Identify the different branding strategies <ul style="list-style-type: none"> <li>○ Branding strategy application to popular brands</li> <li>○ Parent company brand analysis <ul style="list-style-type: none"> <li>■ Stock</li> </ul> </li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● The benefits of warranties and guarantees for a company</li> <li>● Consumer protection provisions</li> </ul>	<ul style="list-style-type: none"> <li>● Explain warranties and guarantees <ul style="list-style-type: none"> <li>○ Bring in warranties from purchased products <ul style="list-style-type: none"> <li>■ Study and compare</li> </ul> </li> <li>○ Difference between warranty and guarantee, determine which is smarter for selected businesses</li> </ul> </li> <li>● Identify consumer protection provisions of appropriate agencies <ul style="list-style-type: none"> <li>○ Consumer protection rights webquest</li> <li>○ Protection rights case study</li> </ul> </li> </ul>

**Suggested Resources/Technology Tools**

- Chromebooks
- Google Classroom
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals
- Current Events

**21ST CENTURY LIFE AND CAREER STANDARDS**

*Please select all standards that apply to this unit of study:*

- Act as a responsible and contributing citizen and employee.**
- Apply appropriate academic and technical skills.**
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.**
- Consider the environmental social and economics impacts of decisions.
- Demonstrate creativity and innovation.**

- Employ valid and reliable research strategies.**
- Utilize critical thinking to make sense of problems and persevere in solving them.**
- Model integrity, ethical leadership, and effective management.**
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.**
- Work productively in teams while using cultural global competence.**

Suggestions on integrating these standards can be found at: <http://www.state.nj.us/education/cccs/2014/career/9.pdf>