



# Marketing Applications

## CTE Grades 10-12

**Developed By:** Ms. Kara McNish & Mr. Vincent Vicchiariello

**Effective Date:** Fall 2022

**Scope and Sequence**

Month	Unit	Activities/Assessments
September	Advertising	<ul style="list-style-type: none"> <li>● The Real Mad Men of Advertising: The 1950's</li> <li>● Recreating Sexist Ads</li> <li>● Tupperware Mini Case Study</li> <li>● De Beers Jewelry: A Diamond is Forever</li> <li>● The Real Mad Men of Advertising: The 1960's</li> <li>● Counterculture Social Media Advertising</li> <li>● Negative Campaign Advertising</li> <li>● Volkswagen "Think Small": The Ad That Changed Advertising</li> </ul>
October	Advertising Public Relations	<ul style="list-style-type: none"> <li>● The Real Mad Men of Advertising: The 1970's</li> <li>● Nostalgia Advertising Campaign Pitch</li> <li>● The Big Tobacco Industry: Laws, Ethics, &amp; Truth in Marketing Tobacco Products</li> <li>● The Real Mad Men of Advertising: The 1980's</li> <li>● Reaching the Hispanic Market</li> <li>● Apple, "1984": How The Super Bowl Became More Than Just a Game</li> <li>● Unit Choice Board</li> <li>● PR vs. Marketing Discussion Post</li> <li>● Crisis Communication Discussion Post</li> </ul>
November	Public Relations	<ul style="list-style-type: none"> <li>● Chicago Tylenol Murders: A Lesson in Crisis Management</li> <li>● Wendy's International: Pointing a Finger at Fraud</li> <li>● Domino's: "Special Delivery"</li> <li>● Downfall: The Case Against Boeing Documentary</li> <li>● Mary Cain &amp; Nike, "I Was The Fastest Girl in America..."</li> <li>● Dove: Real Beauty</li> <li>● Unit Choice Board</li> </ul>
December	Consumer Behavior	<ul style="list-style-type: none"> <li>● Consumer Behavior &amp; COVID</li> <li>● Consumer Behavior Exercise</li> <li>● Maslow's Effects on Consumers</li> <li>● Does Our Brain Have a "Buy" Button?</li> <li>● Target Stores: How Companies Learn Your Secrets</li> <li>● Cart Abandonment</li> </ul>
January	Consumer Behavior Branding	<ul style="list-style-type: none"> <li>● Neuromarketing: The New Science of Consumer Decisions</li> <li>● Campbells Soup: Neuro Research for Better Marketing</li> <li>● Neuroscience Behind Consumer Decision Making</li> <li>● Unit Choice Board</li> <li>● I Buy Therefore I Am: How Brands Become Part of Who We Are</li> <li>● YETI Brand Value</li> </ul>
February	Branding	<ul style="list-style-type: none"> <li>● Vans Brand Purpose</li> <li>● Generic vs. Brand Name</li> <li>● Marketing the Apollo Missions</li> <li>● Harley Davidson: Creating Brand Loyalty That Lasts a Lifetime</li> <li>● Brand Relevance Pitch</li> <li>● Trader Joe's Dependability &amp; Customer Experience Creating A Relentlessly Relevant Brand</li> <li>● Unit Choice Board</li> </ul>

March	Social Media Marketing	<ul style="list-style-type: none"> <li>● VOX Social Media</li> <li>● Target Market Customer Profile</li> <li>● AdAge Marketer's Brief Podcast: Why Goldfish turned to TikTok to court older snackers</li> <li>● Which Social Platform?</li> <li>● The Social Dilemma</li> <li>● TikTok, A Foreign Owned Company Causes Issues with Privacy</li> <li>● Privacy Policy Audit</li> <li>● Made by Marketing Podcast: ONE Brand</li> </ul>
April	Social Media Marketing	<ul style="list-style-type: none"> <li>● Innovative Social Campaign Exhibits</li> <li>● Choosing the Right Influencer</li> <li>● GymShark Holiday Campaign</li> <li>● Podcast Advertising</li> <li>● Holiday Social Marketing Campaign</li> <li>● Social Commerce</li> <li>● Unit Choice Board</li> </ul>
May	Sports and Entertainment Marketing	<ul style="list-style-type: none"> <li>● Fan Engagement Pitch</li> <li>● MLB America's Pastime Goes Digital</li> <li>● Fantasy Sports: Skill or Luck?</li> <li>● Should College Athletes Be Paid?</li> <li>● The Business of March Madness</li> </ul>
June	Sports and Entertainment Marketing	<ul style="list-style-type: none"> <li>● The Business of the Olympics</li> <li>● Professional Team Pitch <ul style="list-style-type: none"> <li>○ Draft</li> <li>○ Place</li> <li>○ Branding: Logo</li> <li>○ Branding: Mascot</li> <li>○ Public Relations: Introduction</li> <li>○ Target Market</li> <li>○ Design</li> <li>○ Pricing</li> <li>○ Promotional Activities</li> </ul> </li> </ul>

## Unit 1

### Advertising

## Summary and Rationale

Students will look at the most formative and influential time of advertising, “The Golden Age of Advertising”. Studying the historical shifts and societal norms that were a result of advertising campaigns and how this time period really shaped and influenced the world of business and advertising for years to come. Students will look at famous case studies of iconic advertising campaigns that were pioneers of their time.

## Recommended Pacing

6-7 weeks

## Standards

### Career Readiness, Life Literacies, and Key Skills

9.4.12.J3.5	Demonstrate knowledge of advertising principles when selecting media to attract and retain clients in this pathway.
9.4.12.N.5	Understand economic principles and concepts fundamental to business operations.
9.4.12.N.6	Apply sociological knowledge of group behavior to understand customer decision-making.
9.4.12.N.8	Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.
9.4.12.N.20	Evaluate and summarize the concepts and strategies used to communicate information about products, services, images, and/or ideas to achieve desired outcomes.
9.4.12.N.22	Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

### 9.3 Career and Technical Education: **Marketing Communications**

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 Career and Technical Education: **Marketing Management**

9.3.MK-MGT.6	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.

9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
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.

Interdisciplinary Connections

English Language Arts

NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
NJSLSA.W2	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

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.
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Instructional Focus

Enduring Understandings:	Essential Questions:
<ul style="list-style-type: none"> <li>How advertising created post war and translates to consumerism in modern day.</li> <li>What the “new American consumer” was in the 1950's and how it has evolved to us in modern day.</li> <li>Gender roles were heavily influenced by the early days of advertising in the 1950’s and still have influence today.</li> <li>Societal norms have long been affected by powerful advertising campaigns and efforts.</li> <li>Advertising efforts can have huge effects on society and their perceptions/beliefs.</li> <li>Advertising regulations are notoriously vague and broad which don’t hold brands as accountable for deceit as they should.</li> </ul>	<ul style="list-style-type: none"> <li>What is the role of advertising in post war consumerism?</li> <li>How did advertising create the “new American consumer”?</li> <li>How can brands continue to implement new forms of media in advertising campaigns?</li> <li>How were gender roles defined by early advertising and how has that affected society long term?</li> <li>How do companies' cultural movements in advertising affect societal norms?</li> <li>What type of regulations does the government have on the advertising world?</li> <li>How do governmental regulations help keep deceit out of advertising?</li> <li>How has the dot com era forever changed the way we do business and advertise?</li> </ul>

- The dot com era is arguably one of the most influential time periods in the advertising industry, information was now at people's fingertips.

**Evidence of Learning (Assessments)**

- De Beers Jewelry: A Diamond is Forever
- Recreating Sexist Ads
- Volkswagen "Think Small": The Ad That Changed Advertising
- Counterculture Campaign
- The Big Tobacco Industry: Laws, Ethics, and Truth in Marketing Tobacco Products
- Nostalgia Advertising Campaign
- Apple, "1984": How the Super Bowl Became More Than Just a Game
- Reaching the Hispanic Market
- Unit Choice Board

**Objectives (SLO)**

Students will know:

- The role advertising had on 1950's post war consumerism.
- How advertising created the "new" American consumer.
- What brands did to target the new American consumer.
- How advertising paved the way in solidifying gender roles, societal norms and spending.
- What the ladder of consumption is and how it has evolved to modern day market segmentation.
- How advertising had impacts on society and thus the cultural movements in history.
- How brands were able to create the "American Dream" chase.
- What counterculture is and how it was a turning point for the advertising industry.
- What the government's role is in advertising and how regulations are developed.
- How loose government advertising regulations can lead to deceit in advertising.
- How globalization affected consumerism and in turn advertising.
- How the internet changed business and advertising.
- What the dot com's influence on advertising is.

Students will be able to:

- Explore the history and rise of advertising starting in the 1950's, post war rise of consumerism.
- Understand the creation of consumer society based on economic prosperity, suburbanization, and new attitudes towards pleasure.
- Analyze the challenges the consumer society faced with mainstream politics from youth, beats and minority population.
- Analyze the "new" American consumer.
- Identify and justify how the "new" American consumer was targeted in advertising.
- Analyze new forms of media in advertising.
- Understand the transition of traditional advertising to institutional advertising.
- Analyze how advertising defined gender roles, societal norms and spending.
- Evaluate early attempts at cultural resonance and compare them to successful ones years later.
- Analyze the ladder of consumption and link it to the beginnings of modern day market segmentation.
- Understand the cultural movements' impacts in history on advertising and society as a whole.
- Evaluate how advertising created the illustrious "American Dream".
- Understand the roles in advertising agencies and how they evolved over the decades.
- Evaluate how the counterculture movement served as a turning point for the advertising industry.

- How e-commerce changed the way brick and mortar stores do business.
- What the internet did to the availability of information to consumers.
- How advertising has economic effects.
- How to develop comprehensive advertising campaigns using different advertising methods to meet different goals.

- Understand the role the government plays in advertising.
- Evaluate the government regulations for the advertising industry.
- Compare the changes globalization made to the advertising industry, introducing global span to previously domestic companies.
- Evaluate the information availability the internet introduced to the consumer.
- Analyze the "dot com" era's influence on advertising and the transition of brick-and-mortar to ecommerce.
- Understand what advertising is and its role in brand promotion and the economic effects of advertising.
- Be able to prepare the advertising message and fully integrate the creative process.
- Develop comprehensive advertising plans, including marketing strategy and speculative advertising campaigns.

### Suggested Resources/Technology Tools

- Chromebooks
- “The Real Mad Men of Advertising” Docu-series
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive
- Current Events

### Modifications

#### Special Education/IEP/504:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
- Provide frequent reminders to stay on task and reinforce on-task behavior
- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

ELL:

- Allow the use of Google Translate where appropriate.
- Provide alternate ways for the student to respond (verbal/pictographic answers instead of written)
- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
- Provide model sentence frames and sentence starters for both oral responses and written responses
- Provide additional time to complete assessments and assignments
- Model and use gestures to aid in understanding
- Model tasks by giving one or two examples before releasing students to work independently
- Present instructions both verbally and visually
- Simplify written and verbal instructions
- Speak clearly and naturally, and try to enunciate words, especially their ending sounds.
- Provide Visual, Graphic, Interactive, and/or Sensory Supports
- Simplify the language, format, and directions of the assessment
- Allow for alternate seating for proximity to peer helper or teacher as necessary
- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally).

**[Career Readiness, Life Literacies, and Key Skills Practices \(June 2020\)](#)**

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being
- Consider the environmental , social, and economic impacts and decisions
- Demonstrate creativity and innovation
- 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 increase collaboration and communicate effectively
- Work productively in teams while using cultural global competence

## Unit 2

### Public Relations

#### Summary and Rationale

Students will take a look at the comprehensive understanding of public relations' role in organizations and society; how public relations has developed as a discipline; and the contemporary roles of public relations in organizations and society.

#### Recommended Pacing

5 weeks

#### Standards

##### Career Readiness, Life Literacies, and Key Skills

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9.4.12.N.22	Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

##### 9.3 Career and Technical Education: **Marketing Communications**

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 Career and Technical Education: **Marketing Management**

9.3.MK-MGT.6	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
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9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
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9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.

**Interdisciplinary Connections**

**English Language Arts**

NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
NJSLSA.W2	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

**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.
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**Instructional Focus**

<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>Public relations is a huge part of the business world, most brands have either an internal team/department or have hired a public relations firm to work with.</li> <li>Public relations plays a huge role in society because how a brand reacts and interacts with the public is vital to their long term success in the marketplace.</li> <li>How to select the best media outlet for the brand and their given message.</li> <li>How ethics play a role in public relations.</li> <li>How a brand can build through properly executed publicity.</li> </ul>	<ul style="list-style-type: none"> <li>What role does public relations play in business?</li> <li>What role does public relations play in society?</li> <li>How can companies manage conflict with their brand?</li> <li>What are the best media outlets to convey important and timely messages to the public?</li> <li>How should a brand respond when they have done something wrong?</li> <li>What has the internet and social media done to the world of public relations?</li> <li>Why do ethics matter in public relations?</li> <li>How can a brand build their brand through publicity?</li> <li>What steps can a brand take to rebuild after a public crisis?</li> </ul>

- What steps brands can take to rebuild after a public crisis.

### Evidence of Learning (Assessments)

- Chicago Tylenol Murders: A Lesson in Crisis Management
- Wendy’s International: Pointing a Finger at Fraud
- Domino’s: “Special Delivery”
- Mary Cain & Nike, “I was the Fastest Girl in America”
- Unit Choice Board

### Objectives (SLO)

Students will know:

- How public relations and publicity differ.
- The role and function public relations has in society.
- How public relations teams and firms manage crisis and communicate with stakeholders and the public effectively.
- What communication strategies are best suited for different scenarios and different companies.
- How to use different communication strategies to communicate messages.
- How companies develop a course of action to respond to events that negatively affect the outlook of their brand.
- How to write a press release.
- How to select appropriate media for the brand and the message they are trying to convey.
- How companies can align with customers’ values through activism, employee relations and media relations in their business practice.
- How the internet and social media makes public relations problems harder for the company to manage.
- What companies can do to mitigate crises from happening at all.
- How companies should react to a given scenario.

Students will be able to:

- Understand the role and functions of public relations in a contemporary society.
- Understand the contingency views of public relations practice in the worlds of managing competition and conflict.
- Describe the basic process of public relations—research, planning, communication, evaluation—and the use of communications strategies and tactics to achieve organizational goals and objectives.
- Utilize the persuasion of public opinion and audience analyses and how to reach diverse audiences.
- Employ communication theories, perspectives, principles, and concepts.
- Create messages appropriate to the audience, purpose, and context.
- Critically analyze messages.
- Demonstrate the ability to accomplish communicative goals.
- Apply ethical communication principles and practices.
- Utilize communication to embrace difference.
- Employ practical guidelines for utilizing written, spoken, and visual techniques to reach selected audiences.
- Analyze how the Internet and social media are changing the way public relations professionals build and sustain relationships between an organization and its constituents.
- Understand the role of media relations, customer relations, activism, employee relations, investor relations and marketing communication in business practice.
- Understand how to reach various audiences with targeted media.

- Understand how the mass media—newspapers, magazines, radio, television and online services—operate in our society and what their characteristics are.
- Understand general guidelines for the delivery of public relations materials suitable for mass media distribution.

### Suggested Resources/Technology Tools

- Chromebooks
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive
- Current Events

### Modifications

#### Special Education/IEP/504:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
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- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

#### ELL:

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### Career Readiness, Life Literacies, and Key Skills Practices (June 2020)

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being
- Consider the environmental , social, and economic impacts and decisions
- Demonstrate creativity and innovation
- Utilize critical thinking to make sense of problems and persevere in solving them
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- Plan education and career paths aligned to personal goals
- Use technology to enhance productivity increase collaboration and communicate effectively
- Work productively in teams while using cultural global competence

## Unit 3

### Consumer Behavior

## Summary and Rationale

Students explore how consumers make decisions and apply the knowledge to make strategic marketing decisions. This unit focuses on identifying the relevant behavioral variables in a given product purchase situation and determining how marketing strategy can be adapted to meet the ways in which consumers perceive, select, and buy.

## Recommended Pacing

4 weeks

## Standards

### Career Readiness, Life Literacies, and Key Skills

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9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.

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.
MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
MK-RES.3	Use information systems and tools to make marketing research decisions.

**Interdisciplinary Connections**

**English Language Arts**

NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
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**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.
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**Instructional Focus**

<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Consumer behavior is an important part of market research because it gives businesses information to guide their business decisions.</li> <li>● Studying consumer behavior can be difficult, timely, and inaccurate.</li> <li>● Finding accurate forms of studying consumer behavior can be beneficial for the brand and the consumer.</li> <li>● Different advertising tactics will influence consumers based on the product, brand and consumer demographics/psychographics, geographics.</li> <li>● Finding the right tools to measure consumer behavior is difficult due to its ethical concerns.</li> </ul>	<ul style="list-style-type: none"> <li>● How does consumer behavior affect business decisions?</li> <li>● Why does studying consumer behavior benefit marketing efforts?</li> <li>● How can market research help better understand consumer behavior?</li> <li>● What types of advertising influences consumer decision making?</li> <li>● What types of tools can businesses use in their marketing to understand consumer behavior?</li> </ul>

## Evidence of Learning (Assessments)

- Cart Abandonment
- Target Stores: How Companies Learn Your Secrets
- Neuroscience Behind Consumer Decision Making
- Campbells Soup: Neuro Research for Better Marketing
- Unit Choice Board

## Objectives (SLO)

Students will know:

- Why consumer behavior is a vital part of market research.
- How consumer behavior is measured and how hard of a process it is to analyze this data.
- What consumer behavior theories apply to industries.
- How to pick marketing research techniques based on the goals of a company.
- How to analyze consumer data.
- How to conduct research on consumers with the goal of understanding how they make buying decisions.
- How advertising influences consumer decision making.

Students will be able to:

- Investigate theories and research on how consumers make decisions, process information, develop preferences and make choices.
- Explore how marketing tactics are used to influence consumer behavior and used for marketing management decisions
- Learn to apply tools used by businesses/organizations to understand consumer behavior.
- Learn about selected marketing research techniques, and how to apply these to gain real consumer insights.
- Reflect on your own behavior as a consumer, and enhance your sensitivity to the influences of marketing as well as the environment on consumer behavior.
- An openness to addressing the ethical issues that arise as a result of using consumer insights for marketing management.
- Understanding of how consumers make decisions
- Consider personal and environmental factors that influence consumer decisions
- Understand the strategic implications of consumer influences and decisions for product, advertising, pricing, and distribution strategies.

## Suggested Resources/Technology Tools

- Chromebooks
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive
- Current Events

## Modifications

Special Education/IEP/504:

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- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally).

**Career Readiness, Life Literacies, and Key Skills Practices (June 2020)**

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being
- Consider the environmental, social, and economic impacts and decisions
- Demonstrate creativity and innovation
- 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 increase collaboration and communicate effectively
- Work productively in teams while using cultural global competence





## Unit 4

### Branding

#### Summary and Rationale

This unit provides an opportunity to internalize the concepts, principles and tools important in successful branding. It covers the building blocks and principles of branding and strategy, importance of brand equity and how to build and manage brand equity. How can a brand stay relevant? What is brand strategy? How are meaningful brands created? Why do some brands have greater longevity and loyalty? How to reach the target audience?

#### Recommended Pacing

4 weeks

#### Standards

##### Career Readiness, Life Literacies, and Key Skills

9.4.12.J3.5	Demonstrate knowledge of advertising principles when selecting media to attract and retain clients in this pathway.
9.4.12.N.8	Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.
9.4.12.N.20	Evaluate and summarize the concepts and strategies used to communicate information about products, services, images, and/or ideas to achieve desired outcomes.
9.4.12.N.22	Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

##### 9.3 Career and Technical Education: **Marketing Communications**

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 Career and Technical Education: **Marketing Management**

9.3.MK-MGT.6	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.

9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
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.
Interdisciplinary Connections	
English Language Arts	
NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
NJSLSA.W2	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.
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.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Branding consists of more than a logo.</li> <li>● Strong brands are developed through thoroughly understanding your target consumer and giving the value for being loyal.</li> <li>● How a brand's purpose can drive sales and customer loyalty.</li> <li>● How branding elements are important to overall brand management.</li> </ul>	<ul style="list-style-type: none"> <li>● What makes up a brand?</li> <li>● How do companies develop strong brands?</li> <li>● Why is brand equity important and how can it be measured?</li> <li>● How is brand purpose connected to long term customer retention?</li> <li>● What does fierce customer loyalty look like and how is it achieved?</li> <li>● Why are branding elements important in the branding process and brand management?</li> <li>● How does a company create brand value for their customers?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	

- I Buy, Therefore I Am: How Brands Become Part of Who We Are
- YETI Brand Value
- Vans Brand Purpose
- Harley Davidson: “Creating Brand Loyalty That Lasts A Lifetime”
- Brand Relevance Pitch
- Trader Joe’s: Dependability & Customer Experience Creating Relentlessly Relevant Brand
- Unit Choice Board

**Objectives (SLO)**

Students will know:

- The role that branding plays in the advertising process.
- How important branding is to the overall business plan.
- How strong brands are developed and what elements are used to do so.
- What types of jobs are in the branding industry and how they fit into a company’s organizational structure.
- How a company can communicate their brand message through advertising efforts.
- What elements are important in branding including logos and brand colors.
- Why brand management is an integral part of a marketing department.
- How a company can measure brand value and strategies they can use to improve it.
- Why brand loyalty exists and how companies are able to create fierce loyalty through branding efforts.
- What makes a brand strong long term.

Students will be able to:

- Understand the roles of branding in the advertising process, as well as its importance in a business context to a company's bottom line.
- Identify and explain necessary to build, measure, and manage brand equity over time.
- Understand common creative and messaging elements that are used to develop strong brands.
- Conduct brand audit(s) that involve primary & secondary research and develop strategic recommendations for the brand based on the data.
- Research and understand key industries and professional jobs that are commonly involved in the branding process.
- Develop an ability to discuss branding and brand communication techniques from an advertising and business perspective.
- Develop an understanding of branding, corporate identity and logo design and the language used in marketing
- Research and display branding elements and identify design elements used in the brand elements, logo and corporate identity assets
- Develop an understanding of brand management tactics including planning, implementing, and evaluating brand strategies.
- Recognize the purpose of brands and the key elements that create strong brands.
- Identify the role that brands play in helping companies establish competitive positions.
- Understand how companies measure and improve brand value.

**Suggested Resources/Technology Tools**

- Chromebooks
- DECA.org
- Glencoe Marketing Essentials Online Textbook

- YouTube Videos
- Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive
- Current Events

## Modifications

### Special Education/IEP/504:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
- Provide frequent reminders to stay on task and reinforce on-task behavior
- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

### ELL:

- Allow the use of Google Translate where appropriate.
- Provide alternate ways for the student to respond (verbal/pictographic answers instead of written)
- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
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- Provide additional time to complete assessments and assignments
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- Model tasks by giving one or two examples before releasing students to work independently
- Present instructions both verbally and visually
- Simplify written and verbal instructions
- Speak clearly and naturally, and try to enunciate words, especially their ending sounds.
- Provide Visual, Graphic, Interactive, and/or Sensory Supports
- Simplify the language, format, and directions of the assessment
- Allow for alternate seating for proximity to peer helper or teacher as necessary
- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally).

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being
- Consider the environmental , social, and economic impacts and decisions
- Demonstrate creativity and innovation
- 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 increase collaboration and communicate effectively
- Work productively in teams while using cultural global competence

## Unit 5

### Social Media Marketing

#### Summary and Rationale

Social media marketing(also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. Students will dive into the world of social media marketing which is an ever growing, relevant industry that most brands use today.

#### Recommended Pacing

5-6 weeks

#### Standards

##### Career Readiness, Life Literacies, and Key Skills

9.4.12.J3.5	Demonstrate knowledge of advertising principles when selecting media to attract and retain clients in this pathway.
9.4.12.N.8	Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.
9.4.12.N.20	Evaluate and summarize the concepts and strategies used to communicate information about products, services, images, and/or ideas to achieve desired outcomes.
9.4.12.N.22	Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

##### 9.3 Career and Technical Education: **Marketing Communications**

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.

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9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
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.

**Interdisciplinary Connections**

**English Language Arts**

NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
NJSLSA.W2	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.

**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.
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**Instructional Focus**

<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>• Social media has evolved the way consumers interact with each other, making it easier to communicate with people from around the world.</li> <li>• How social media has helped brands evolve their marketing and communication campaigns.</li> <li>• What key metrics brands can track to measure their social campaigns' success.</li> <li>• What metrics are important for each platform and why.</li> </ul>	<ul style="list-style-type: none"> <li>• How has social media changed the way businesses and consumers interact with each other?</li> <li>• What has social media done for brands?</li> <li>• How does social media help brands reach different audiences?</li> <li>• How does defining a specific target customer help a brand with their social media campaign?</li> <li>• How does social media help brands track trends?</li> <li>• What makes a social campaign successful?</li> <li>• How can a social media marketing campaign be measured for success?</li> </ul>



## Evidence of Learning (Assessments)

- Target Market Customer Profile
- Which Social Platform?
- TikTok, A Foreign Owned Company Causes Issues with Privacy
- Privacy Policy Audit
- Innovative Social Campaign Exhibits
- GymShark Holiday Campaign
- Podcast Advertising
- Holiday Social Marketing Campaign
- Unit Choice Board

## Objectives (SLO)

Students will know:

- How social media has influenced communication in business and marketing.
- What it means to be a connected consumer
- How brands set social media marketing goals and objectives vs. traditional marketing goals and objectives.
- What the pros and cons of each platform are and how to utilize them in a social media marketing plan.
- How different target audiences interact with different social media platforms.
- How to track progress in a social media campaign.
- What tools are best suited to measure metrics and campaign success.
- What types of social media trends can be used with a brand's social channel.
- How to use different marketing techniques on social media.
- How to develop a target objective and then implement a campaign to meet the objective.
- How to track social media in order to follow trends in an industry.

Students will be able to:

- Understand what social media is and how this new type of media and communications technology influences how business and marketing is done.
- Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies.
- Discuss how social media marketing targets its markets differently.
- Define social media marketing goal setting necessary to achieve successful online campaigns.
- Explain how to develop effective social media marketing strategies for various types of industries and businesses.
- Define target markets for specific social media platforms.
- Track progress in achieving social media with a variety of powerful measurement tools, services, and metrics.
- Define different types of social media channels along with key trends in this evolving medium.
- Describe and apply best practices for utilizing various social channels in marketing plans.
- Research/ analyze audience behavior and needs in order to define target segments and develop appropriate marketing programs to achieve business objectives.
- Describe, and apply marketing techniques used in social/emerging media. Position these techniques within the overall integrated marketing communications program.
- Create social media marketing campaigns with targeted objectives & outcome measurements.
- Identify and define appropriate metrics of success for each medium.

- Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management).

### Suggested Resources/Technology Tools

- Chromebooks
- DECA.org
- Glencoe Marketing Essentials Online Textbook
- YouTube Videos
- Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive
- Current Events

### Modifications

#### Special Education/IEP/504:

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- Multi-media approach to accommodate various learning styles
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### [Career Readiness, Life Literacies, and Key Skills Practices \(June 2020\)](#)

- Act as a responsible and contributing community member and employee.
- Attend to financial well-being
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- Demonstrate creativity and innovation
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- Work productively in teams while using cultural global competence

## Unit 6

### Sports & Entertainment Marketing

#### Summary and Rationale

Sports and Entertainment Marketing is a specialized marketing unit that develops student understanding of the sport/event industries, their economic impact, and products; distribution systems and strategies; pricing considerations; product/service management, and promotion. Students acquire an understanding and appreciation for planning. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills.

#### Recommended Pacing

5-6 weeks

#### Standards

##### Career Readiness, Life Literacies, and Key Skills

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9.3 Career and Technical Education: <b>Marketing Management</b>	
9.3.MK-MGT.6	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
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.
9.3.12.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
Interdisciplinary Connections	
English Language Arts	
NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
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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.
Instructional Focus	
Enduring Understandings:	Essential Questions:
<ul style="list-style-type: none"> <li>• Ticket pricing is a process like product pricing, complicated and timely.</li> <li>• Pricing strategies vary from industry to industry.</li> <li>• How traditional media compares with social media in the sports world.</li> </ul>	<ul style="list-style-type: none"> <li>• How do you develop prices for tickets for sporting events and concerts?</li> <li>• What is the basic relationship between price and demand?</li> <li>• Why do different seats command different prices?</li> <li>• What are the pros and cons of dynamic pricing?</li> </ul>

- The process of broadcasting rights.
- What the market research process and steps look like in the sports and entertainment industry.
- How sponsorship agreements are developed and settled on..
- How sponsorships benefit both parties involved.
- What impact the NCAA sports have on their local community and the sports industry.

- What is the value of sponsors to sports teams and stadium owners?
- Why do sponsorships work?
- What are some different types of sponsorship opportunities?
- What are the best ways to price sponsorships?
- What makes TV broadcast rights a lucrative revenue stream?
- How does traditional media compare with new media and social media?
- What are the five steps to market research that media planners take to promote and measure an event?
- What are the key characteristics of social media?
- How do you generate new ideas for new campaigns?
- What needs to go into the planning of a successful sports or entertainment event?

**Evidence of Learning (Assessments)**

- Fan Engagement Pitch
- MLB America's Pastime Goes Digital
- Fantasy Sports: Skill or Luck?
- Should College Athletes Be Paid?
- The Business of March Madness
- The Business of the Olympics
- Professional Team Pitch

**Objectives (SLO)**

Students will know:

- How SEM started and has evolved over time.
- The impact of sports and entertainment on the global and local economy.
- How emotional ties help sports teams build brands and fans.
- What the risks are of having sports and entertainment events.
- How to manage the risks of having sports and entertainment events.
- The importance of Title IX and how it's helped women's sports grow.
- How to determine a sports consumer and their target market profile.
- What the benefits are of segmenting a market in the sports world.
- How price can affect demand.
- The process of pricing and the different factors and methods used in pricing.

Students will be able to:

- Analyze the history of SEM
- Explain the impact of sports and entertainment history on today's markets.
- Explain emotional ties to sports.
- Explain the risks and risk management of sports and entertainment events.
- Identify the demographics and marketing mix for the sports and entertainment industries.
- Differentiate between marketing sports and entertainment products.
- Discuss the significance of international and women's sports in today's marketplace.
- Identify sports products and differentiate between sports goods and services.
- Define the sports consumer and explain market segmentation.
- Explain the economic impact of sports marketing.

- How sponsorships benefit both parties.
- The role of advertising in sports and entertainment.
- How the NCAA generates revenue.
- Why college athletes are not paid.
- What the direct and indirect impact sports have on an economy are and why.
- How a sports team builds a brand.
- What sports franchises do to keep fans engaged.
- How a sports franchise is developed.

- Define price and the factors that affect pricing decisions.
- Explain the importance and decision making process involved in sponsorships and endorsements.
- Identify pricing strategies.
- Describe product licensing and how licensed goods are merchandised.
- Define entertainment marketing and identify the different types of media.
- Explain the economics of entertainment marketing and its global impact.
- Identify brand strategies used by entertainment companies.
- Identify the roles of advertising, sales promotion, public relations, and personal selling in sports marketing.
- Explain how market research and demographics are used to identify target markets in entertainment marketing.
- Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers.
- Analyze the difference between direct and indirect impact on an economy?

### Suggested Resources/Technology Tools

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- Use technology to enhance productivity increase collaboration and communicate effectively
- Work productively in teams while using cultural global competence