



# Marketing 1

## 9-12, Career & Technical Education

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

**Effective Date:** Fall 2022

**Scope and Sequence**

Month	Unit	Activities/Assessments
September	The World of Marketing	<ul style="list-style-type: none"> <li>● Defining Marketing</li> <li>● Marketing Functions Group Work</li> <li>● Starbucks Marketing Functions</li> <li>● Food Truck Face-off Discussion Post</li> <li>● Name The Utility!</li> <li>● Cereal Project: Economic Utilities</li> </ul>
October	The World of Marketing	<ul style="list-style-type: none"> <li>● Water Bottle Marketing Research</li> <li>● The Chocolate Rush Discussion Post</li> <li>● Marketing Mix Activity 1 &amp; 2</li> <li>● Target Market Advertising Project</li> <li>● Shark Tank Marketing Mix</li> <li>● Chapter 1 Test</li> </ul>
November	Market Planning	<ul style="list-style-type: none"> <li>● Monsters Inc. SWOT (Strengths Weaknesses Opportunities Threats)</li> <li>● Amazon PESTEL (Political, Economic, Social, Technological, Environmental and Legal)</li> <li>● Nike Objectives</li> <li>● McDonalds Market Segmentation</li> <li>● Resort Market Segmentation Project</li> <li>● Chapter 2 Test</li> </ul>
December	Political & Economic Analysis Holiday	<ul style="list-style-type: none"> <li>● Factors of Production</li> <li>● Name the Economic System</li> <li>● Travel Blog Article</li> <li>● Story of the Business Cycle Comic Strip</li> <li>● Graphing the Business Cycle</li> <li>● Chapter 3 Test</li> </ul>
January	Traits of a Private Enterprise	<ul style="list-style-type: none"> <li>● Amazon Monopoly</li> <li>● Prices, Prices, Prices, Why They Go Up and Down</li> <li>● Finding the Equilibrium</li> <li>● Coffee Shop Supply and Demand</li> <li>● The Pearl Exchange</li> <li>● Supreme Scarcity</li> </ul>
February	Super Bowl The Promotional Mix	<ul style="list-style-type: none"> <li>● Super Bowl Ad Analysis</li> <li>● Commercial Choice Board Project</li> <li>● Bad Publicity</li> </ul>
March	The Promotional Mix	<ul style="list-style-type: none"> <li>● Fairytale Press Release</li> <li>● Visual Merchandising Choice Board</li> <li>● Advertising Agency Roles &amp; Objectives</li> <li>● Sales Promotion Project</li> </ul>
April	The Promotional Mix	<ul style="list-style-type: none"> <li>● Elements of A Print Ad Part 1</li> <li>● Elements of A Print Ad Part 2</li> <li>● Elements of A Print Ad Part 3</li> <li>● Final Print Ad Project</li> </ul>

May	The Promotional Mix Unique Promotional Strategies	<ul style="list-style-type: none"><li>• Ch. 17/18/19/20 Test</li><li>• Oreo Guerilla Marketing Project</li><li>• Ice Bucket Challenge Project</li><li>• GoPro Case Study</li><li>• BarkBox Case Study</li></ul>
June	Unique Promotional Strategies	<ul style="list-style-type: none"><li>• Social Media Critique and Analysis</li><li>• Final Project</li></ul>

# The World of Marketing

## Summary and Rationale

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 current marketing trends. Students will use a variety of assessment tools such as DECA role play scenarios, case studies, presentations and pitches.

## Recommended Pacing

7-8 weeks

## Standards

### 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.
9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
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9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
Interdisciplinary Connections	
English Language Arts	
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
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>Marketing is a constantly evolving part of business.</li> </ul>	<ul style="list-style-type: none"> <li>What is marketing?</li> <li>What is the purpose of marketing in a business?</li> <li>How have you been affected by marketing strategies?</li> </ul>

<ul style="list-style-type: none"> <li>● Marketing has a huge role in business and the communication of products, messages and information to customers and potential customers.</li> <li>● The marketing mix is a vital part to any brand's business plan.</li> </ul>	<ul style="list-style-type: none"> <li>● Why is marketing necessary in a business?</li> </ul>
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**Evidence of Learning (Assessments)**

<p>DECA role play scenarios</p> <ul style="list-style-type: none"> <li>● Starbucks Marketing Functions</li> <li>● Name The Utility</li> <li>● Cereal Project: Economic Utilities</li> <li>● The Chocolate Rush Discussion Post</li> <li>● Target Market Advertisement Project</li> <li>● Shark Tank Marketing Mix</li> <li>● Chapter 1 Test</li> </ul>
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**Objectives (SLO)**

<p>Students will know:</p> <ul style="list-style-type: none"> <li>● The purpose of marketing.</li> <li>● What marketing entails and what the major functions of it are.</li> <li>● How the 4 P's of marketing work together in the function of marketing as a whole.</li> <li>● The concept of marketing from different perspectives, internal and external.</li> <li>● What economic utilities are and the economic benefit of each.</li> <li>● The types of economic utilities and their function in a business.</li> <li>● What a target market is and how to identify one.</li> <li>● The importance of identifying a target market for all aspects of business.</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Describe the scope of marketing.</li> <li>● Describe each marketing core function.</li> <li>● Explain the marketing concept.</li> <li>● Describe the benefits of marketing.</li> <li>● Explain the concept of utility.</li> <li>● Cite examples of types of utilities.</li> <li>● Describe how marketers use knowledge of the market to sell products.</li> <li>● Compare and contrast consumer and organizational markets.</li> <li>● Explain the importance of target markets.</li> <li>● Explain how each component of the marketing mix contributes to successful marketing.</li> </ul>
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**Suggested Resources/Technology Tools**

<ul style="list-style-type: none"> <li>● Chromebooks</li> <li>● DECA.org</li> <li>● Glencoe Marketing Essentials Online Textbook</li> <li>● YouTube Videos</li> <li>● Business Periodicals: Forbes, AdAge, ADWEEK, Business Insider, Marketing Dive</li> <li>● Current Events</li> </ul>
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**Tier 1 Modifications and Accommodations**

*Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans*

Special Education/IEP/504 - Modifications and accommodations must be aligned to the stated plan and uphold expectations of the plan lawfully. Every student requires a different set of accommodations based upon need. Examples specific to visual arts practice include, but are not limited to:

- 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

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

- 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).

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping.

Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Independent study where applicable
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class

- Individual presentation

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

- 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 economic 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.

**Unit 2**

**Market Planning**

**Summary and Rationale**

Unit 2 will go into the market planning aspect of business and marketing. Students will delve into the world of analysis through creating SWOT (Strength Weaknesses Opportunities Threats) and PESTEL (Political, Economic, Social, Technological, Environmental and Legal). From there, they will learn how to utilize the information they analyzed to make smart business decisions and learn how a company goes about segmenting their market in order to reach a wider target audience. These skills are the building blocks of marketing.

**Recommended Pacing**

4-5 weeks

**Standards**

Marketing Career Cluster

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Interdisciplinary Connections	
English Language Arts	



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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<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● SWOT (Strength, Weaknesses, Opportunities and Threats) analyses are timely and expensive but essential to a brand's long term success.</li> <li>● SWOT (Strength, Weaknesses, Opportunities and Threats) analysis has two parts, SW (strengths and weaknesses) which are internal, and OT (opportunities and threats) which are external.</li> <li>● Marketing plans are multi-faceted and constantly updating in order to keep up with a brand's goals.</li> <li>● Brands can target multiple markets with different marketing strategies.</li> <li>● Market segmentation is the most common strategy for brands to target multiple markets.</li> <li>● Mass marketing is best for brands and products that can be used by a wide market.</li> <li>● Niche marketing is best for brands and products that are used by a very specific market.</li> </ul>	<ul style="list-style-type: none"> <li>● What can we learn from this brand's SWOT (Strength, Weaknesses, Opportunities and Threats) analysis?</li> <li>● How can a brand determine important internal and external factors from their SWOT (Strength, Weaknesses, Opportunities and Threats) analysis?</li> <li>● Which elements of a marketing plan are vital for a brand's success?</li> <li>● How does a target market affect what a brand's marketing plan will entail?</li> <li>● How does market segmentation help a brand increase revenue?</li> <li>● Which is more beneficial: mass or niche marketing?</li> <li>● How does one brand target different markets?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>● Monsters Inc. SWOT (Strength, Weaknesses, Opportunities and Threats) Analysis</li> <li>● Amazon PEST (Political, Economic, Social and Technological) Analysis</li> <li>● Resort Segmentation Project</li> <li>● Chapter 2 Test</li> </ul>	

**Objectives (SLO)**

Students will know:

- What a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis is and how to use it for a chosen brand.
- The difference between internal and external company analysis.
- What a PEST (Political, Economic, Social and Technological) analysis is and how to use it for a chosen brand.
- How to use SWOT (Strength, Weaknesses, Opportunities and Threats) and PEST (Political, Economic, Social and Technological) analysis to make positive changes in a company.
- The elements of a marketing plan and why each part is so vital to the overall success of the plan.
- What market segmentation is.
- How companies use market segmentation to meet the needs of a wider target audience.
- What a target market is and how a company can attract them and meet their wants and needs.
- How to determine the best option of a brand in terms of mass vs. niche marketing.

Students will be able to:

- Learn how to conduct a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis.
- List the three key areas of an internal company analysis.
- Identify the factors in a PEST (Political, Economic, Social and Technological) analysis.
- Explain the basic elements of a marketing plan.
- Explain the concept of market segmentation.
- Analyze a target market.
- Differentiate between mass marketing and market segmentation.

**Suggested Resources/Technology Tools**

- Chromebooks
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- Lead demonstrations for class
- Individual presentation

- 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 economic 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.

<b>Unit 3</b>	
<b>Political &amp; Economic Analysis</b>	
<b>Summary and Rationale</b>	
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.	
<b>Recommended Pacing</b>	
4 weeks	
<b>Standards</b>	
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	
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	
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<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● Scarcity happens in an economy when demand exceeds supply.</li> <li>● How brands are affected by scarcity short and long term.</li> <li>● How different factors contribute to the overall health of the economy.</li> <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 scarcity in an economy?</li> <li>● How does scarcity affect a brand within the economy?</li> <li>● Which type of economic system is the most beneficial to businesses?</li> <li>● What makes up a healthy economy?</li> <li>● Why are there different phases of the business cycle?</li> <li>● Why are most economies today mixed?</li> </ul>
<b>Evidence of Learning (Assessments)</b>	
<ul style="list-style-type: none"> <li>● Travel Blog Article</li> <li>● Story of the Business Cycle Comic Strip Project</li> <li>● Chapter 3 Test</li> </ul>	
<b>Objectives (SLO)</b>	
<p>Students will know:</p> <ul style="list-style-type: none"> <li>● What makes up an economy and how it functions.</li> <li>● How factors of production affect the health of an economy.</li> <li>● How to compare and contrast economic systems.</li> <li>● Why most economies today are mixed.</li> <li>● How to determine if an economy is healthy or not.</li> <li>● What factors are used to measure an economy's GDP.</li> <li>● Each phase of the business cycle and what businesses should do in each cycle.</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>● Explain the concept of an economy.</li> <li>● Discuss how scarcity and factors of production affect the economy.</li> <li>● Compare and contrast how traditional, market, and command economies answer the three basic economic questions.</li> <li>● Explain why most economies are mixed.</li> <li>● Identify examples of different political and economic philosophies.</li> <li>● List the goals of a healthy economy.</li> <li>● Explain how an economy is measured.</li> <li>● Analyze the key phases of the business cycle.</li> </ul>
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- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Individual presentation

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

- 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 economic 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.



## Unit 4

### Traits of a Private Enterprise

#### Summary and Rationale

In Unit 4, students will continue to look at business and marketing through the scope of economics. Delving more into competition and economic scenarios such as shortage and surplus. Students will also learn how to graph scenarios and look at how businesses use these graphs.

#### Recommended Pacing

5 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>● How competition interacts in a free enterprise system.</li> <li>● What types of competition there are and how each type keeps a market healthy.</li> <li>● How supply affects demand.</li> <li>● How demand affects supply.</li> <li>● How a shortage occurs and how it affects businesses and consumers.</li> <li>● How a surplus occurs and how it affects businesses and consumers.</li> <li>● What types of organizational structures there are in a market.</li> </ul>	<ul style="list-style-type: none"> <li>● Why are there different types of competition in the free enterprise system?</li> <li>● How do different types of competition keep the market healthy?</li> <li>● How are supply and demand related?</li> <li>● How does supply affect demand? How does demand affect supply?</li> <li>● How does a shortage occur?</li> <li>● Who does a shortage benefit, business owners or consumers?</li> <li>● How does a surplus occur?</li> <li>● Who does a surplus benefit, business owners or consumers?</li> <li>● Why are there different types of organizational structures?</li> </ul>

## Evidence of Learning (Assessments)

- The Pearl Exchange
- Graphing Supply & Demand Curves
- Chapter 5 Test

## Objectives (SLO)

Students will know:

- What a free enterprise system is.
- How to determine competition.
- The theories of supply and demand and how each curve is graphed and shifts with changes in the economy.
- The factors of a shortage and surplus and how each scenario looks graphed.
- The types of business sectors and the major functions of each.
- The benefits of different types of organizational structures.

Students will be able to:

- Explain the characteristics of the free enterprise system.
- Distinguish between price and nonprice competition.
- Explain the theory of supply and demand.
- Compare for-profit and nonprofit organizations.
- Distinguish between public and private sectors.
- List the major types of businesses in the organizational market.
- List the major functions of business.
- Understand the concept of shortage.
- Understand the concept of surplus.

## 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

## Tier 1 Modifications and Accommodations

*Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans*

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- 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

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

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- 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).

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping. Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Independent study where applicable
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Individual presentation

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

- 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 economic 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.

## Unit 5

### Promotional Mix

## Summary and Rationale

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.

## Recommended Pacing

6-8 weeks

## Standards

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.
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.
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9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
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.
Interdisciplinary Connections	
English Language Arts	
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
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.
<b>Instructional Focus</b>	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>● The promotion mix has four main umbrellas and covers all communication with a customer or potential customer.</li> <li>● How public relations and publicity are different.</li> <li>● What a public relations team does for a brand.</li> <li>● How publicity can be negative or positive for a brand.</li> <li>● What crisis management teams do to protect the reputation of a brand.</li> <li>● How visual merchandising affects the experience in a brick and mortar store.</li> </ul>	<ul style="list-style-type: none"> <li>● What does the promotional mix entail?</li> <li>● How does each type of promotion fit in the promotional mix?</li> <li>● How are publicity and public relations different yet both integral parts of a brand?</li> <li>● How does a brand use a news release for brand reputation and crisis management?</li> <li>● Where does visual merchandising fit in a brand's marketing plan?</li> <li>● Is visual merchandising only part of a brick and mortar store or can it be translated digitally?</li> </ul>

<ul style="list-style-type: none"> <li>● How marketing and advertising differ.</li> <li>● What makes a print ad successful.</li> <li>● How print ads have transformed digitally to keep up with changing times.</li> <li>● What brands do to select advertising mediums and how a budget is developed.</li> <li>● What an advertising agency's process looks like to pitch to a brand.</li> </ul>	<ul style="list-style-type: none"> <li>● What is the difference between marketing and advertising?</li> <li>● How do brands select advertising media?</li> <li>● How is a budget developed for a campaign?</li> <li>● What types of advertising techniques are used in each type of media?</li> <li>● How are print ads still relevant?</li> <li>● What makes a print ad successful?</li> <li>● How is advertising used to communicate effectively with consumers?</li> <li>● How do advertising agencies work together to develop a pitch for a brand?</li> </ul>
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**Evidence of Learning (Assessments)**

- Commercial Ad Analysis
- Fairytale Press Release
- Elements of A Print Ad Project
- Sales Promotion Project
- Chapter 17/18/19/20 Test

**Objectives (SLO)**

- Students will know:
- How promotion fits into a cohesive business plan.
  - What the different types of promotion are and how each one can be beneficial to a certain brand.
  - How to write a press release for a brand in need of reputation and crisis management.
  - How sales promotions can increase a customer's likelihood to make a purchase.
  - What loyalty marketing programs are and how they affect a customers interaction with a brand
  - How brands develop loyalty marketing programs.
  - What visual merchandising entails and how it affects the way a brick and mortar store operates.
  - What the difference between marketing and advertising is.
  - How advertising media is selected for a campaign.
  - How a brand determines their advertising budget for a campaign.

- Students will be able to:
- Explain the role of promotion in business and marketing.
  - Identify types of promotion.
  - Distinguish between public relations and publicity.
  - Explain elements of a news release.
  - Describe the concept of the promotional mix.
  - Define sales promotion.
  - Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs.
  - Explain the concept and purpose of visual merchandising.
  - Identify the elements of visual merchandising.
  - Describe types of display arrangements.
  - Understand the role of visual merchandisers on the marketing team.
  - Explain the concept and purpose of advertising in the promotional mix.
  - Identify the different types of advertising media.
  - Discuss the planning and selection of media.
  - Identify media measurement techniques.
  - Explain techniques used to evaluate media.
  - Summarize how media costs are determined.
  - Explain promotional budget methods.
  - Discuss how advertising campaigns are developed.



- How an advertising agency works together with each role to develop a pitch for a campaign.
- What the elements of a print ad are and how they are used in targeting a certain market.
- How typefaces, sizes, words, and colors affect an advertisement.
- How each component and a print ad is vital to the message and success of an ad.
- How print ads have evolved with changing times.

- Explain the role of an advertising agency.
- Identify the main components of print advertisements.
- Explain the principles of preparing an ad layout.
- List advantages and disadvantages of using color in advertising.
- Describe how typefaces and sizes add variety and emphasis to print advertisements.

### 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

### Tier 1 Modifications and Accommodations

*Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans*

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- 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

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

- 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
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- Provide Visual, Graphic, Interactive, and/or Sensory Supports
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- When showing videos, use Closed Captioning.
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Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping.

Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Independent study where applicable
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Individual presentation

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

- 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 economic 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.



## Unit 6

### Unconventional Advertising Methods

#### Summary and Rationale

Social media, viral marketing, and guerilla marketing are ways of advertising that have taken brands by storm over recent years. Traditional marketing teams are looking at ways to incorporate them and maximize their returns as well as blend unconventional and conventional in the same campaign. Students will explore the ever expanding world of social media, viral marketing and guerilla marketing as a method of communicating with consumers.

#### Recommended Pacing

6-8 weeks

#### Standards

##### Marketing Career Cluster

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Instructional Focus	
<b>Enduring Understandings:</b>	<b>Essential Questions:</b>
<ul style="list-style-type: none"> <li>• What unconventional advertising methods offer a brand vs. traditional methods.</li> <li>• How a business can align their marketing objectives they have used with traditional advertising with unconventional tactics to reach a wider audience.</li> </ul>	<ul style="list-style-type: none"> <li>• What do unconventional advertising methods offer a brand that conventional ones can't?</li> <li>• How can a business align their traditional advertising objectives with unconventional methods?</li> <li>• What methods should a brand use to measure the success of an unconventional advertising campaign?</li> </ul>

- How a brand can measure the success of their campaign through different methods and modalities.

**Evidence of Learning (Assessments)**

- Oreo Guerilla Marketing Project
- Social Media Critique and Analysis
- Final

**Objectives (SLO)**

Students will know:

- How brands usage differs in advertising objectives with unique promotional tactics.
- How unique promotional tactics differ from conventional advertising methods.
- What companies use to measure success using these methods.
- What differs in the pitch process for brands using unconventional options.

Students will be able to:

- Understand advertising objectives as they relate to guerrilla, social media, viral and product seeding.
- Compare conventional advertising methods [print, commercial, radio, etc.] to unconventional methods.
- Determine the best unconventional options for business' advertising objectives.
- Measure success of large companies that used these methods.

**Suggested Resources/Technology Tools**

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- Work productively in teams while using cultural global competence.