

Southern Regional High School District

Course of Study

Department: Business Education—Course Number 6150

Course Title: Marketing Education I
Written by Sharon Faith
July 2008

Essential Questions of the Course:

- 1. What are the economic values and benefits of marketing?**
- 2. Why are marketing careers important to the US economy?**
- 3. What is the marketing mix?**
- 4. What is a market?**
- 5. How can I identify demographic, geographic and psychographic trends in the US consumer market?**
- 6. What are the characteristics of the various types of economies?**
- 7. How does supply and demand interact to set prices?**
- 8. What are the four phases of the business cycle?**
- 9. What are the seven steps of a sale?**
- 10. How can I identify the differences between retail and business to business selling?**
- 11. How can I be successful in the sales process?**
- 12. What are the characteristics of a product life cycle?**
- 13. Why are branding strategies important to product and service management?**
- 14. How do businesses plan what products to produce and sell and how do they position and manage these products?**
- 15. What is the promotional mix concept and what role does it play in marketing?**
- 16. What is the purpose and importance of marketing?**
- 17. What are the different types of sales promotions?**
- 18. What are the different types of advertising?**
- 19. How can I select the appropriate channels of distribution to effectively sell consumer and individual products?**
- 20. What are the characteristics of the various transportation systems and services?**
- 21. What are the pricing concepts and policies for products in various stages of the Product Life Cycle?**

Assessments:

Quizzes

Tests

Worksheets

Projects

Presentations

Case-Study Analysis

Current Event Analysis

Teacher Observation

Homework

Unit Title: Unit 1—The World of Marketing (Chapters 1-2)

Essential Questions of the Unit:

- 1. What is the meaning of marketing?**
- 2. What are the foundations of marketing?**
- 3. What are the functions of marketing?**
- 4. What is the marketing concept?**
- 5. What is the difference between customers and consumers?**
- 6. What is a market?**
- 7. What is target marketing?**
- 8. What are the four P's of the marketing mix?**

Assessments:

Maintain a notebook

Summarizing current events

Project—research a good or service and relate it to the 4 P's

Worksheets

Quiz

Tests

Homework

Content:

Marketing and You

Foundations of marketing

Economic benefits of marketing

Careers in marketing

The Marketing Concept

Marketing mix

Analyzing marketing

Demographics, psychographics, geographics

Skills:

Basic skills

Thinking skills

Interpersonal skills

Time management

Organizational skills

Technology skills—searching techniques

Project-Based learning

Purpose / Rationale of the unit:

This unit will provide a base of knowledge that will be built upon throughout the text. It lays the foundations for marketing principles and practices.

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

B.2 Exhibit legal and ethical behaviors when using formation and technology, and discuss consequences of misuse.

B.3 Make informed choices among technology systems, resources, and services in a variety of contexts.

B.4 Use appropriate language when communicating with diverse audiences using computer and information literacy.

Problem-solving and Decision making

B.9 Create and manipulate information, independently and/or collaboratively, to solve problems and design and develop products.

B.12 Integrate new information into an existing knowledge base and communicate the results in a project or presentation

9.1 (Consumer Family, and Life Skills) All students will demonstrate critical life skills in order to be functional members of society.

A-Critical Thinking

A.1 Communicate, analyze data, apply technology, and problem solve.

B. Self-Management

B.2 Demonstrate responsibility for personal actions and contributions to group activities

C. Interpersonal Communication

C.1 Demonstrate respect and flexibility in interpersonal and group situations.

C.3 Work cooperatively with others to solve a problem.

C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit:

Approximately 4 weeks

Instructional Activities:

Note-taking

Participation in classroom discussions

Target market/ customer profile worksheets

Project relating to the 4 P's

Current event analysis

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Unit of Study

Unit Title: Unit 2— Economics (Chapters 3-4)

Essential Questions of the Unit:

- 1. What are the basic principles of the free enterprise system?**
- 2. What is the role of competition?**
- 3. What is the importance of risk and profit?**
- 4. What is meant by the term “Economy”?**
- 5. What are the factors of production?**
- 6. What are the three basic economic questions?**
- 7. What is the difference between a market economy, command economy and a mixed economy?**
- 8. What are the different types of economic philosophies?**

Assessments:

Current events--competition

Competition worksheet

Quizzes

Tests

Teacher Observation

Homework

Classwork

Shopping Project--competition

Content:

Principles of Free Enterprise:

- **Competition**
- **Risk**
- **Profit**
- **Monopolies**
- **Economic Costs/Benefits**

Role of Government

Role of the consumer

Supply and demand

Determining prices

Characteristics of various economies

How do economies work?

How are economies measured?

Aspects of the business cycle

Skills:

Internet searching skills

Critical thinking

Organization

Time management

Basic skills

Summarizing data/text

Problem solving

Interpersonal skills

Purpose / Rationale of the unit:

This unit will discuss the basic principles of economic and political systems. The content of this unit will help students understand why marketing is necessary in a market economy.

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

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Problem-solving and Decision making

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C.3 Work cooperatively with others to solve a problem.

C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 6 weeks

Instructional Activities:

Note taking

Classroom discussion

Homework

Tests

Analysis of current events

Card game activity (supply and demand)

Case study analysis

Cooperative Learning

Competition worksheet

Vocabulary quizzes

Worksheets—economies, inflation, philosophies

Projects—shopping (competition)

Materials and Resources:

Microsoft Word

Microsoft Excel

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Decks of cards

Poster paper

Unit of Study

Unit Title: Unit 3—Selling (Chapters 12-15)

Essential Questions of the Unit:

- 1. What are the goals of selling?**
- 2. What is feature benefit selling?**
- 3. What is the difference between rational and emotional buying decisions?**
- 4. What are the seven steps of a sale?**
- 5. What is the purpose of the approach in the sales process?**
- 6. What is the goal of the product presentation?**
- 7. What are some techniques utilized to create an effective product presentation?**
- 8. What are the rules for closing a sale?**
- 9. What are the specialized methods for closing a sale?**

Assessments:

Current events
Role plays
Homework
Teacher observation
Sales presentation project
Quizzes
Tests
Worksheets

Content:

- Knowing your product and your customer**
- Feature benefit selling**
- Customer buying motives and decision making**
- Pre-approach methods**
- Prospecting**
- Seven steps of the sales process**
- Determining customer needs**
- Product presentation**
- Handling objections and rejections**
- Closing the sale**
- Suggestion selling**
- Relationship marketing**

Skills:

- Problem-solving**
- Cooperative learning**
- Organization**
- Time management**
- Critical thinking**
- Technology based skills—Internet searching techniques**
- Role-playing**

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

B.2 Exhibit legal and ethical behaviors when using formation and technology, and discuss consequences of misuse.

B.3 Make informed choices among technology systems, resources, and services in a variety of contexts.

B.4 Use appropriate language when communicating with diverse audiences using computer and information literacy.

Problem-solving and Decision making

B.9 Create and manipulate information, independently and/or collaboratively, to solve problems and design and develop products.

B.12 Integrate new information into an existing knowledge base and communicate the results in a project or presentation

9.1 (Consumer Family, and Life Skills) All students will demonstrate critical life skills in order to be functional members of society.

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C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 10 weeks

Instructional Activities:

Create a feature benefit chart

Vocabulary quizzes

Tests

Case studies

Teacher and workbook generated worksheets

Homework

Research International sales techniques

Analyze current events

Project—sales presentation and role play

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Worksheets

Unit of Study

Unit Title: Unit 4—Product and Service Management (Chapter 30-31)

Essential Questions of the Unit:

- 1. What is the nature of product planning?**
- 2. What are some product mix strategies?**
- 3. What are the steps in the product development process?**
- 4. Why is branding important in the product planning process?**
- 5. What are the various branding elements?**
- 6. What are the different types of brands?**

Assessments:

Quizzes

Tests

Worksheets

Teacher Observation

Product Life Cycle Project

Current Events

Packaging Project

Homework

Content:

Product Planning

Product mix, product lines

Product mix strategies

The steps in the product development process

Line extensions, product modifications

Deleting a product or product line

The steps of the Product Life Cycle

Product positioning

Product branding

Branding strategies

The functions of packaging

Environmental and Cause Packaging

Labeling

Labeling Laws

Skills:

Problem-solving

Cooperative learning

Organization

Time management

Critical thinking

Technology based skills—Internet searching techniques

Role-playing

Purpose / Rationale of the unit:

The purpose of this unit is to make the students aware of all of the decisions a business makes regarding the production and sale of its products.

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

B.2 Exhibit legal and ethical behaviors when using formation and technology, and discuss consequences of misuse.

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B.4 Use appropriate language when communicating with diverse audiences using computer and information literacy.

Problem-solving and Decision making

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C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 5-6 weeks

Instructional Activities:

Tests

Quizzes

Homework

Worksheets—Product Life Cycle, product positioning

Project—Product Life Cycle

Project--Packaging

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Worksheets

Poster paper

Unit of Study

Unit Title: Unit 5—Promotion—(Chapters 17-20)

Essential Questions of the Unit:

- 1. What is the promotional mix concept and its role in marketing?**
- 2. What are trade and consumer sales promotions?**
- 3. What are the elements of visual merchandising?**
- 4. What is the purpose and importance of advertising?**
- 5. How would I calculate media costs?**
- 6. How would I create print advertisements?**

Assessments:

Tests

Quizzes

Promotional mix project

Worksheets

Teacher observation

Homework

Content:

The concept of the promotional mix

Coordination of the promotional mix

Sales promotions

The nature and scope of public relations

Elements of visual merchandising

Types of interior displays

Artistic design

Advertising and its purpose

Types of advertising media

Media costs

Cooperative advertising

Promotional budget

Advertising agencies

Developing print advertisements

Skills:

Problem-solving

Cooperative learning

Organization

Time management

Critical thinking

Technology based skills—Internet searching techniques

Purpose / Rationale of the unit:

The purpose of this unit is for students to understand the promotional mix concept and its role in marketing. Students will be able to recognize the purpose and importance of advertising.

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

B.2 Exhibit legal and ethical behaviors when using formation and technology, and discuss consequences of misuse.

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Problem-solving and Decision making

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A.1 Communicate, analyze data, apply technology, and problem solve.

B. Self-Management

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C. Interpersonal Communication

C.1 Demonstrate respect and flexibility in interpersonal and group situations.

C.3 Work cooperatively with others to solve a problem.

C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 10 weeks

Instructional Activities:

Analysis of current events

Analysis of case studies

Worksheets

Cooperative activities

Develop sales promotional plans

Develop public relations plans

Develop an advertising campaign

Calculate media costs

Evaluate the images of various companies

Research advantages and disadvantages of coupons as promotional devices

Prepare a display advertisement

Design a floor plan of a local business

Design a window display

Analysis of current promotions

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Worksheets

Poster paper/art supplies

Current events

Unit of Study

Unit Title: Unit 6—Distribution (Chapters 21-24)

Essential Questions of the Unit:

- 1. What is a Channel of Distribution?**
- 2. How do the channels of distribution differ between consumers and business-to-business products?**
- 3. How are transportation systems used to move products?**
- 4. What are the different kinds of transportation services?**
- 5. How does planning purchases differ between an industrial market and a resellers market?**
- 6. What is the concept of chain store buying?**
- 7. How is merchandise received and checked?**
- 8. What procedures are used for transferring merchandise?**

Assessments:

Tests

Quizzes

Worksheets

Teacher Observation

Current Events

Homework

Content:

Distribution—how it works

Channel members

Distribution channels for consumer products/service

Distribution channels for industrial products/services

Direct/Indirect channels of distribution

Understanding distribution planning

Distribution intensity

Distribution planning for foreign markets

The nature and scope of physical distribution

Types of transportation

Transportation service companies

Inventory control

The impact of technology on inventory management

Skills:

Problem-solving

Cooperative learning

Organization

Time management

Critical thinking

Technology based skills—Internet searching techniques

Purpose / Rationale of the unit:

The purpose of this unit is for the students to understand the channels of distribution and to be able to select the appropriate channel in order to sell consumer and industrial products effectively.

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

B.1 Describe the potential and implications of contemporary and emerging computer applications for personal social, lifelong learning, and workplace needs.

B.2 Exhibit legal and ethical behaviors when using formation and technology, and discuss consequences of misuse.

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B.4 Use appropriate language when communicating with diverse audiences using computer and information literacy.

Problem-solving and Decision making

B.9 Create and manipulate information, independently and/or collaboratively, to solve problems and design and develop products.

B.12 Integrate new information into an existing knowledge base and communicate the results in a project or presentation

9.1 (Consumer Family, and Life Skills) All students will demonstrate critical life skills in order to be functional members of society.

A-Critical Thinking

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B. Self-Management

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C. Interpersonal Communication

C.1 Demonstrate respect and flexibility in interpersonal and group situations.

C.3 Work cooperatively with others to solve a problem.

C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 7 weeks

Instructional Activities:

Calculate stock turnover rates

Tests

Quizzes

Cooperative Learning

Analysis of current events/case studies

Worksheets

Construct channels of distribution for various products

Analyze costs

Analyze transportation methods

Prepare a merchandise plan

Research inventory management systems

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher created projects

Worksheets

Poster paper/art supplies

Current events

Unit of Study

Unit Title: Unit 7—Pricing (Chapters 25-27)

Essential Questions of the Unit:

- 1. What are the different forms of price?**
- 2. What are the goals of pricing?**
- 3. What is the difference between market share and market position?**
- 4. What are the three basic pricing concepts?**
- 5. What are forward pricing and backward pricing?**
- 6. What are the two polar pricing policies for introducing a new product?**
- 7. How is a firm's net profit or loss related to pricing?**
- 8. How would I calculate dollar and percentage markup based on cost or retail?**
- 9. How would I determine a sales price?**

Assessments:

Summarizing current events

Analyzing case studies

Worksheets

Quizzes

Tests

Teacher observation

Homework

Content:

What is price?

Goals of pricing

Factors involved on price planning

Market factors affecting prices

Supply and demand

Government regulations affecting prices

Basic pricing concepts

Pricing policies and the Product Life Cycle

Setting Prices

Six steps for determining prices

Profit vs. Markup

Retail method of pricing

Calculations for lowering prices

Calculating discounts

Skills:

Basic skills

Critical thinking skills

Interpersonal skills

Time Management

Organizational skills

Technology skills

Project-Based learning

Compare and contrast prices

Approximation

Mathematical skills

Purpose / Rationale of the unit:

The purpose of this unit is for the students to explore the importance of price and all of the factors that affect the pricing decision. Students will learn the relationship between pricing and a company's profitability based on pricing calculations

New Jersey Core Curriculum Content Standards:

8.1 (Computer and information literacy) All students will use computer applications to gather and organize information and to solve problems.

A-Basic Computer Skills and Tools

A.5 Produce a multimedia project using text, graphics, moving images, and sound.

A.8 Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.

B-Application of Productivity Tools

Social Aspects

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Problem-solving and Decision making

B.9 Create and manipulate information, independently and/or collaboratively, to solve problems and design and develop products.

B.12 Integrate new information into an existing knowledge base and communicate the results in a project or presentation

9.1 (Consumer Family, and Life Skills) All students will demonstrate critical life skills in order to be functional members of society.

A-Critical Thinking

A.1 Communicate, analyze data, apply technology, and problem solve.

B. Self-Management

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C. Interpersonal Communication

C.1 Demonstrate respect and flexibility in interpersonal and group situations.

C.3 Work cooperatively with others to solve a problem.

C.4 Demonstrate appropriate social skills within group activities.

C.6 Participate as a member of a team and contribute to group effort.

Time Frame of Unit: Approximately 7 weeks

Instructional Activities:

Note-taking

Participation in classroom discussions

Pricing worksheets

Quizzes

Tests

Analvzing current events

Materials and Resources:

Microsoft Word

Marketing Essentials Text Book—3rd edition

Marketing Essentials Workbook materials

Internet

Newspaper current events

Teacher generated projects

Worksheets