

Jay Curriculum: Unit Cover Page

Unit title: Exploration of Business Topics II – Marketing

Grade Level: 10-12

Content Area(s): Business/Computers

Date Created:

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Year 1 Map & Template Development

- Map/Matrix Completed
- Material & Resources Listed
- Draft Design Template Completed
- Initial Draft Template Document

Year 2 Piloting

- Develop:
- Performance Tasks
- Other Assessments
- Scoring Rubrics
- Piloted

Year 3 Review & Complete Assessment

- Performance Tasks Development
- Other Assessments Completed
- Scoring Rubrics Completed
- Reviewed/Revised Templates

Year 4

- Full Implementation
- Benchmarks Established

Standard(s)/Performance Indicators:

- A Career Prep
- 4
- ELA
- D 3
- E 3
- F 1
- H 7, 8
- SS Economics
- B 1
- Science
- L 3
- VPA
- C 4

Unit: Marketing

Brief Summary of Unit/Topic

Summary:

Students will learn that marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to consumers. The class will also discuss advertising techniques, publicity strategies, attractive packaging of products, and the importance of market research. Different marketing careers will be discussed.

Stage #1: Identify Desired Results

Essential Question/s:

General understanding/s (What is worth being familiar with?)

Students will know:

That marketing involved activities that provide services to meet customer needs. That marketing for private businesses differs from marketing for nonprofit organizations. The importance of market research and test marketing of new products. The life cycle of a product can be short. The purpose of advertising and the planning process for advertising. The difference between mass marketing and market segmentation.

Students will be able to:

Define marketing and the concept of marketing. Prepare advertisement and which marketing channel would be best. Recognize the different levels of marketing occupations. Understand consumers buying behavior.

Enduring Understanding/s:

The importance of marketing for a business. How to prepare attractive advertisements. Consumer buying behavior. The life cycle of a product.

Stage #2: Evidence

What evidence will students have to provide in order to demonstrate that they have developed the skills, knowledge and understanding to successfully complete this unit?

Performance Tasks/Products/other assessments Performance tasks should have a <u>scoring guide</u> .	<i>Performance Indicators</i> for this task.* Example: ELA: C- 1,2,3 Science: B- 3,5,7 SS His: H- 2	<u>Modalities</u> K =Kinesthetic O =oral V =visual W =written	Are <u>examples</u> available to students? ? Y, N, or N/A	Component of Local Assessment System? Y or N (See aligned scoring guide .)
Completion of <u>Impact a Sports and Entertainment Marketing Simulation, Sports & Marketing Entertainment, and Hospitality Marketing</u> (Most projects in these simulations require writing and making oral presentations individually and as a group)	CP A4; ELA D3, E3, F1, H7, H8; Science L3			
Written Reports	SSECO B1			
QUIZZES, TESTS, PROMPTS				
Chapter Tests				
OTHER				
Completion of in-class work and homework				
Oral presentations				
Team presentations				
Written reports				
STUDENT SELF ASSESSMENT				
Self-evaluation as a member of a team				
Self-evaluation of oral presentation				

*Abbreviate: English Language Arts= ELA, Career Preparation=CP, Modern and Classical Languages=MCL, Social Studies=SS, Visual and Performing Arts=VPA

Stage #3: Plan learning experiences & instruction

What teaching & learning experiences may equip students to develop & demonstrate the targeted understanding(s)? (activities/plans):

1. Define the term marketing
2. Explain the marketing concept
3. Marketing for American businesses
4. Explain marketing functions
5. Discuss the different levels of marketing occupations
6. Define test marketing and its purpose
7. Define marketing research and the five step process
8. Explain the four stages in the product life cycle
9. Discuss factors that influence consumer buying behavior
10. Discuss differences between industrial and consumer markets
11. Explain differences between mass marketing and market segmentation
12. Define promotion and its role in the marketing process
13. Identify major purposes of advertising
14. Explain the advertising planning process
15. Define marketing channels for consumer products
16. Explain the importance of market research and evaluation
17. Explain the importance of attractive packaging and branding

REFERENCES: