

## **Curriculum Map: Introduction to Marketing**

**Meadville Area Senior High School**

**Business Department**

### **Course Description:**

This semester course is designed for students in Grade 9-12 and provides an overview of the field of Marketing. Students will be introduced to various areas of marketing research, the effects of competition, e-commerce, pricing, product development, distribution, promotion, and advertising. Students will also explore topics including social responsibility of business and industry, technology and the Internet, global marketing, consumer behavior, ethics and customer service.

**Unit Title:**

Basics of Marketing and its Role in Society

**Suggested time frame:**

6 weeks

**Standards:**

**15.9.12.A** Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.

**15.9.12.B.** Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.

**15.9.12.H.** Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.

**15.9.12.M.** Evaluate laws and regulations impacting marketing.

**Big Idea**

Marketing is the process by which products or services are manufactured, priced, promoted and distributed to business or final consumers within the parameters of governmental regulation and societal norms.

**Essential Questions:**

What are students' options for professional designations and careers within the field of marketing?

How can students determine marketing's influence on today's households, businesses, and society?

How do pricing decisions influence company image? How will students determine the impact of product or service price relative to supply and demand?

How will students differentiate the laws and regulations that impact marketing?

**Resources:**

Laptop, Internet Access, Textbook : Burrow, James L. *Marketing*. South-Western/Thomson, 2002. Online Resource: Marketing, Pride/Ferrell's Marketing 2018 , 19th Edition

<b>Competency</b>	<b>Vocabulary</b>	<b>Strategy</b>	<b>Resources</b>
<ul style="list-style-type: none"> <li>• Identify and explain different marketing disciplines, job options within the discipline, skills and talents required in that discipline, education required, average salary and job trends</li> <li>• Define marketing</li> <li>• Describe the importance of studying marketing</li> <li>• Explain the evolution of marketing</li> <li>• Define the marketing concept</li> <li>• Describe social responsibility</li> <li>• Explain how marketing affects businesses, individuals and society</li> <li>• Describe consumerism, Consumer Bill of Rights and self-regulation of businesses</li> <li>• Identify and explain the basic economic problem</li> <li>• Differentiate the different types of economies and the decision-makers</li> <li>• Identify the three questions that determine what type of economy is in place</li> <li>• Differentiate between macroeconomics and microeconomics</li> <li>• Identify the factors affecting demand</li> <li>• State the law of demand</li> <li>• Identify the factors affecting supply</li> <li>• State the law of supply</li> </ul>	<p>Bartering, Central market, Distribution, Market, Marketing, Marketing concept, Marketing mix, Merchandising, Accounting and finance function, Management and administration function, Money system, Operations, Price, Product, Production function, Promotion, Self-sufficient, Specialization of Labor, Boycott, Code of ethics, Consumerism, Ethics, Self-regulation, Social responsibility, Controlled economy, demand, demand curve, Economic market, Economic resources, Economic utility, Free economy, Law of demand, Law of supply, Macroeconomics, Microeconomics, Market price, Monopolistic competition, Monopoly, Oligopoly, Private enterprise, Profit motive, Pure competition, Regulated economy, Scarcity, Supply, Supply curve, Value, Market segment, Strategy, Market Opportunity Analysis</p>	<p>Direct instruction, guided practice with feedback, vocabulary in graphic organizers, article summary and review of current marketing events</p>	<p>Laptop Internet access Textbook Graphic Organizers</p>

<ul style="list-style-type: none"><li>• Identify and describe the four different types of economic utility</li><li>• Describe marketing strategy</li><li>• Identifying and satisfying customer needs</li><li>• Creating the appropriate marketing mix to satisfy customer needs</li><li>• Identify and describe the steps in the consumer decision-making process</li><li>• Describe the different roles marketers have in the distribution channel</li></ul>			
---	--	--	--

**Unit Title:** Market Research, Consumer Behavior and Competition

**Suggested time frame:** 6 weeks

**Standards:** **15.9.12.J.** Analyze data collection methods when entering into or expanding a market.

**15.9.12.E.** Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

**6.2.9.B** Explain how competition between buyers and sellers affects price.

**Big Idea** Marketing is the process by which products or services are manufactured, priced, promoted and distributed to business or final consumers within the parameters of governmental regulation and societal norms.

**Essential Questions:** How will students determine the best data collection method for entering into a market?  
How will students analyze consumer behavior patterns to determine their effect on new product or service offerings?  
What are the effects of competition on a business' product/service offerings? What are the benefits of competition from a consumer perspective?

**Resources:** Laptop, Internet Access, Textbook : Burrow, James L. *Marketing*. South-Western/Thomson, 2002. Online Resource: Marketing, Pride/Ferrell's Marketing 2018, 19th Edition

<b>Competency</b>	<b>Vocabulary</b>	<b>Strategy</b>	<b>Resources</b>
<ul style="list-style-type: none"><li>• Discuss the importance of market segment information</li><li>• Describe the categories of information</li><li>• Identify the steps to gather and study data</li></ul>	Analysis, closed-ended questions, experiments, external information, internal information, focus group, input, marketing information system,	Class discussion, modeling and guided practice with feedback	Laptop Internet access Textbook Graphic Organizers

<ul style="list-style-type: none"> <li>• Identify sources of external and internal information</li> <li>• Describe the structure of a marketing information system</li> <li>• Explain the purpose of marketing research surveys</li> <li>• Discuss different types of questions in surveys</li> <li>• Describe focus groups, random samples and test markets</li> <li>• Explain the reasons for and limitations of observation</li> <li>• Define different types of marketing research experiments</li> <li>• Identify steps to gather and study data</li> <li>• Explain how to prepare reports and present data graphically</li> <li>• Differentiate between business and final consumers</li> <li>• Differentiate between consumer wants and needs</li> <li>• Identify, describe and give examples of the levels of needs in Maslow's Hierarchy</li> <li>• Distinguish between emotional and rational buying motives</li> <li>• Describe the decision-making process steps</li> <li>• Explain influences on the consumer decision-making process</li> <li>• Describe routine, limited and extensive decision-making processes</li> </ul>	<p>marketing research, observation, open-ended questions, output, population, primary data, random sampling, secondary data, simulations, storage, survey, test market, business consumer, buying behavior, buying motives, consumer behavior, culture, decision-making process, emotional motives, final consumer, need, patronage motives, personalities, rational motives, reference group, social class, want, benefits derived segmentation, demographics, direct competition, geographic segmentation, indirect competition, market position, market potential, market segment, market share, marketing intelligence, non-price competition, price competition, product usage, psychographics</p>		
--	---	--	--

<ul style="list-style-type: none"><li>• Determine appropriate marketer response if consumer considers alternatives</li><li>• Explain target market segments and the methods of segmentation:<ul style="list-style-type: none"><li>○ Geographic</li><li>○ Demographic</li><li>○ Psychographic</li><li>○ Product usage</li><li>○ Benefits derived</li></ul></li><li>• Describe competitive positioning of products/services</li><li>• Determine effective ways of learning about the competition</li></ul>			
--	--	--	--

**Unit Title:** E-commerce and Market Strategy

**Suggested time frame:** 3 weeks

**Standards:** **15.9.12.L.** Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.

**15.9.12.F.** Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

**Big Idea** Marketing is the process by which products or services are manufactured, priced, promoted and distributed to business or final consumers within the parameters of governmental regulation and societal norms.

**Essential Questions:**

How will students determine and evaluate the costs and benefits of using technology in marketing?

How will students determine the best process to obtain, develop, maintain and improve products or services?

How will students develop a marketing strategy?

What tools will students use to assess marketing mix alternatives?

How will students develop a marketing plan?

**Resources:** Laptop, Internet Access, Textbook : Burrow, James L. *Marketing*. South-Western/Thomson, 2002. Online Resource: Marketing, Pride/Ferrell's Marketing 2018, 19th Edition

<b>Competency</b>	<b>Vocabulary</b>	<b>Strategy</b>	<b>Resources</b>
<ul style="list-style-type: none"><li>• Describe the differences between dot.com and brick and mortar business</li><li>• Differentiate between the different stages of an online business presence</li><li>• Analyze the advantages and disadvantages of e-commerce</li></ul>	Bricks and mortar, dot.com business, e-commerce, image, marketing plan, marketing strategy, product/service classification system, segments,	Class discussion, modeling, guided practice with feedback	Laptop Internet access Textbook Graphic Organizers

<ul style="list-style-type: none"> <li>• Discuss the importance of a marketing orientation to successful e-commerce</li> <li>• Describe various business uses of the Internet for e-commerce</li> <li>• Describe product or service distribution for an e-commerce business</li> <li>• Discuss distribution problems and solutions with e-commerce</li> <li>• Describe types of Internet promotion</li> <li>• Determine features likely to increase online purchases</li> <li>• Describe differences in target markets</li> <li>• Describe appropriate selection of a target market</li> <li>• Determine product enhancements that can improve market appeal</li> <li>• Discuss considerations marketers take into account when planning the marketing mix</li> <li>• Explain the four stages of a product life cycle</li> <li>• Determine an appropriate marketing mix for a particular stage of the product life cycle</li> <li>• Describe product classifications for the consumer market and appropriate marketing mix planning</li> <li>• Discuss the benefits of marketing planning</li> <li>• Describe the steps of developing a marketing plan</li> <li>• Analyze a market <ul style="list-style-type: none"> <li>○ Purpose and mission of the business</li> <li>○ Current markets and strategies</li> <li>○ Primary competitors</li> <li>○ External environment analysis</li> <li>○ Internal environment analysis</li> </ul> </li> <li>• Determine a strategy <ul style="list-style-type: none"> <li>○ Specify goals and outcomes</li> <li>○ Define the target market</li> <li>○ Specify the marketing mix</li> <li>○ Develop a positioning statement</li> </ul> </li> <li>• Develop an action plan <ul style="list-style-type: none"> <li>○ Determine an activity schedule</li> <li>○ Evaluate procedures</li> </ul> </li> </ul>	<p>target markets, marketing mix, product life cycle</p>		
--	--	--	--

**Unit Title:** Product development, promotion and advertising  
Capstone project and presentation

**Suggested time frame:** 3 weeks

**Standards:**

**15.9.12.F.** Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

**15.9.12.I.** Design a comprehensive promotion plan for a product or service.

**15.9.12.K.** Create a comprehensive marketing plan.

**Big Idea** Marketing is the process by which products or services are manufactured, priced, promoted and distributed to business or final consumers within the parameters of governmental regulation and societal norms.

**Essential Questions:**

How will students determine the best process to obtain, develop, maintain and improve products or services?

How will students develop a marketing strategy?

What tools will students use to assess marketing mix alternatives?

How will students develop a comprehensive promotion plan?

How will students develop and present their marketing plan using information acquired from this course?

**Resources:**

Laptop, Internet Access, Textbook : Burrow, James L. *Marketing*. South-Western/Thomson, 2002. Online Resource: Marketing, Pride/Ferrell's Marketing 2018 , 19th Edition

Competency	Vocabulary	Strategy	Resources
<ul style="list-style-type: none"><li>• Describe parts of the product mix element of the marketing mix<ul style="list-style-type: none"><li>○ Basic product</li><li>○ Features</li><li>○ Options</li><li>○ Services</li><li>○ Brand name</li><li>○ Packaging</li><li>○ Guarantee</li><li>○ Primary and alternate uses</li></ul></li><li>• Design a product or service<ul style="list-style-type: none"><li>○ Basic</li><li>○ Enhanced</li><li>○ Extended</li></ul></li><li>• List and describe the levels of brand recognition</li><li>• Explain the role of promotion in marketing</li><li>• Describe how the communication process works</li><li>• Differentiate between the two types of communication that are important to marketers</li><li>• Describe the advantages and disadvantages of advertising and publicity as types of promotion</li><li>• Explain the advantages and disadvantages of personal selling as a type of promotion</li><li>• Define sales promotion and describe its advantages and disadvantages as a type of promotion</li><li>• Define a promotional plan</li><li>• Describe the steps in promotional planning</li><li>• Explain regulations in advertising</li></ul>	Brand, business market, consumer market, licensed brand, product, product assortment, product line, trademark, advertising, communication process, decoding, encoding, feedback, goodwill, interpersonal communication, mass communication, message channel, noise, personal selling, promotion, promotional mix, promotional plan, publicity, receiver, sales promotions, sender, advertising plan, continuity, evaluation, objective, organizational advertising, theme	Class discussion, modeling, guided practice with feedback	Laptop Internet access Textbook Graphic Organizers Presentation software or online program Publication software or online program

- |  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"><li>• Determine appropriate media selection for the promotional plan</li><li>• Write a comprehensive business plan</li><li>• Create two visuals to support a business plan</li><li>• Develop a presentation utilizing an appropriate medium to engage the audience</li></ul> |  |  |  |
|--|--|--|--|