

COURSE TITLE

Marketing

LENGTH

Full Year
Grades 11 – 12

DEPARTMENT

Business Education
Barbara O'Donnell, Supervisor

SCHOOL

Rutherford High School

DATE

Spring 2017

MARKETING

I. Introduction/Overview/Philosophy

This course introduces students to the fundamentals of marketing, retailing, and selling/service businesses as well as basic economic concepts. Topics covered will include supply and demand, competition, business cycles, market segmentation, distribution, human resources, the sales process, promotion, public relations, business ethics and social responsibility, and price planning and strategies. The goal of this course is to enable students to understand and apply marketing, management, and entrepreneurial principles to make rational economic decisions, and to exhibit social responsibility in a global economy. “Hands-on” learning activities that increase student involvement and add a sense of personal meaning for students will be utilized throughout the course. Learning to work as part of a team, sometimes as a responsible leader and sometimes as a team player, will be emphasized. Part of this process includes learning to communicate effectively. Listening, reflecting, providing constructive feedback, and carefully considering the ideas of others are important skills to take to the workplace and students will gain an understanding of this throughout the course.

II. Objectives

Course Outline:

- A. Marketing Essentials
 - a. Definition of marketing
 - b. Seven functions of marketing
 - c. Marketing mix
 - d. Target market
 - e. Market Segmentation
- B. Economic Essentials
 - a. Factors of production
 - b. Types of economies
 - c. Economic Measurements
- C. Global Economics
 - a. International trade
 - b. Factors affecting international trade
 - c. Global marketing strategies
- D. Free Enterprise System
 - a. Principles of free trade
 - b. Supply and demand
 - c. Types of Business Enterprise
- E. Business Ethics
 - a. Financial decision making and responsibility
 - b. Fair management practices
 - c. Ethical awareness of e-commerce
 - d. Environmental issues
- F. Business Organization Concepts
 - a. Entrepreneurship
 - b. Sole Proprietorship
 - c. Partnership

- d. Corporation
- e. Risk Management
- G. Human Resource Concepts
 - a. Communication skills
 - b. Interpersonal skills
 - c. Management skills
 - d. Human Resource Responsibilities
- H. Distribution Concepts
 - a. Channels of distribution
 - b. Physical distribution
 - c. Stock and inventory control
- I. Buying and Pricing Merchandise
 - a. Price planning
 - b. Pricing Strategies
 - c. Calculating prices and discounts
- J. Product Planning
 - a. Planning product lines
 - b. Sustaining sales
 - c. Package labels
 - d. Warranties
- K. Promotion
 - a. Logos
 - b. Promotional Concepts and Strategies
 - c. Visual Merchandising and Display
 - d. Advertising
 - e. Print Advertisements
- L. Marketing Research
 - a. Marketing information systems
 - b. Types of marketing research
 - c. Trends in marketing research
 - d. Marketing research process
 - e. Conducting marketing research
- M. Financial Concepts
 - a. Understanding financial statements
 - i. Balance sheet
 - ii. Income statement
 - iii. Start up costs
 - b. Invoicing
- N. Business Plans
 - a. Components of a business plan
 - b. SWOT analysis
- O. Careers in Marketing
- P. Computer Applications in Marketing

Student Outcomes:

After completing this course, the student will demonstrate the ability to:

1. understand the economic and social responsibility of living in a free market and competitive society.
2. develop a business plan that includes: a target market description, logo, marketing mix description, marketing research, management plan, advertising/promotion plan, visual merchandising display, risk management plan, and financial statements.
3. organize a business and prepare the necessary policies to run a business including organization, merchandise selections, service, pricing, promotion, and employee selection and training.
4. communicate effectively.
5. incorporate the use of various computer applications to successfully manage business operations.
6. compose various business correspondences such as letters, email, press releases, and financial statements.
7. develop public speaking skills.
8. foster a realistic understanding of a career in the 21st century.
9. acquire an understanding and appreciation of business ethics.
10. understand the importance of keeping abreast of current event topics and how these topics relate to them as socially responsible citizens.

New Jersey Student Learning Standards**CAREER READY PRACTICES**

- CRP1 Act as a responsible and contributing citizen and employee.
- CRP2 Apply appropriate academic and technical skills.
- CRP4 Communicate clearly and effectively and with reason.
- CRP5 Consider the environmental, social and economic impacts of decisions.
- CRP8 Utilize critical thinking to make sense of problems and persevere in solving them.
- CRP9 Model integrity, ethical leadership and effective management.
- CRP10 Plan education and career paths aligned to personal goals.
- CRP11 Use technology to enhance productivity.

TECHNOLOGY

Standard 8.1: Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaboratively and to create and communicate knowledge.

21ST CENTURY LIFE AND CAREERS

Standard 9.2: 21st-Century Life & Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.

Standard 9.3: Career and Technical Education: Marketing Career Cluster (9.3.MK)

III. Proficiency Levels

This course is open to grades 11 and 12. There is no prerequisite for this course.

IV. Methods of Assessment

Student Assessment

The teacher will provide a variety of assessments during the course of each marking period. The assessments may include, but are not limited to: tests and quizzes on content, group work/projects, simulations, current event analyses, simulations, multi-media presentations, and oral presentations.

Curriculum/Teacher Assessment

The teacher will provide the subject area supervisor with suggestions for changes on an on-going basis.

V. Grouping

There is no prerequisite for this course.

VI. Articulation/Scope & Sequence/Time Frame

This is a full-year course. Students taking this course may be interested in taking other business-related courses.

VII. Resources

Marketing Essentials, Glencoe-McGraw Hill Copyright 2009, New York, NY Lois Schneider Farese, Grady Kimbrell, Carl A. Woloszyk

Marketing Essentials workbooks

Online Videos/DVDs

Supplemental texts (marketing, computer applications, finance, etc.)

Guest speakers

Newspapers, magazines, and online periodicals

VIII. Methodologies

The following methods of instruction are suggested: lecture, discussion, group projects, role playing, case studies, demonstration, class presentations, current events, visual design projects, and Web 2.0 platforms.

IX. Suggested Activities

Integrate computer technology/applications/ case studies, role-playing, and visual design projects.

X. Interdisciplinary Connection

The course incorporates real world mathematical computations, reading comprehension, writing skills, speaking skills, and computer applications. In addition, the study of domestic and global economics allows students to learn about U.S. History and how government plays a role in economics.

XI. Differentiating Instruction for Students with Special Needs: Students with Disabilities, English Language Learners, and Gifted & Talented Students

Differentiating instruction is a flexible process that includes the planning and design of instruction, how that instruction is delivered, and how student progress is measured. Teachers recognize that students can learn in multiple ways as they celebrate students' prior knowledge. By providing appropriately challenging learning, teachers can maximize success for all students.

Examples of Strategies and Practices that Support:

Students with Disabilities

- Use of visual and multi-sensory formats
- Use of assisted technology
- Use of prompts
- Modification of content and student products
- Testing accommodations
- Authentic assessments

Gifted & Talented Students

- Adjusting the pace of lessons
- Curriculum compacting
- Inquiry-based instruction
- Independent study
- Higher-order thinking skills
- Interest-based content
- Student-driven
- Real-world problems and scenarios

English Language Learners

- Pre-teaching of vocabulary and concepts
- Visual learning, including graphic organizers
- Use of cognates to increase comprehension
- Teacher modeling
- Pairing students with beginning English language skills with students who have more advanced English language skills
- Scaffolding
 - word walls
 - sentence frames
 - think-pair-share
 - cooperative learning groups

XII. Professional Development

The teacher will continue to improve expertise through participation in a variety of professional development opportunities.

Curriculum Map

Class	September	October	November	December	January
MARKETING	<p>Marketing</p> <ul style="list-style-type: none"> ● Define marketing ● 4 P's of marketing ● Marketing functions ● Target market ● Market segmentation <p>Marketing Business Plan Projects</p>	<p>Marketing</p> <ul style="list-style-type: none"> ● Demographics ● Market segmentation ● Logos <p>Economics</p> <ul style="list-style-type: none"> ● Resources ● Economic systems ● Economic Indicators ● Business cycle <p>International Business</p> <ul style="list-style-type: none"> ● International trade ● Protectionism and trade barriers ● Free trade and trade alliances <p>Global Marketing</p> <ul style="list-style-type: none"> ● Globalization ● Customization ● Adaptation <p>Marketing Business Plan Projects</p>	<p>Free Enterprise System</p> <ul style="list-style-type: none"> ● Principles of free enterprise ● Supply and demand ● Functions of business ● Business ethics <p>Marketing Research</p> <ul style="list-style-type: none"> ● Define market research ● Types of marketing research ● Research process ● Primary and secondary data <p>Marketing Business Plan Projects</p>	<p>Marketing Research</p> <ul style="list-style-type: none"> ● Primary and secondary data ● Marketing surveys <p>Marketing Business Plan Projects</p>	<p>Management</p> <ul style="list-style-type: none"> ● Horizontal management ● Vertical management ● Self-managed teams ● Management functions ● Effective management techniques ● Mission statements <p>Communication</p> <ul style="list-style-type: none"> ● Communication process ● Communication and global trade ● Non-verbal communication ● Listening ● Written communication <p>Marketing Business Plan Projects</p>

Class	February	March	April	May	June
MARKETING	<p>Finance</p> <ul style="list-style-type: none"> ● Importance of financial records ● Balance sheet ● Income statement ● Invoices ● Mark-ups <p>Risk Management</p> <ul style="list-style-type: none"> ● Define risk management ● Types of risk ● Handling business risks ● Types of insurance <p>Marketing Business Plan Projects</p>	<p>Selling</p> <ul style="list-style-type: none"> ● Types of selling ● Goals of selling ● Preparing for the sale (business-to-business and retail) ● Selling process ● Approaching the customer ● Determining the customer needs ● Communication/ Questioning techniques <p>Marketing Business Plan Projects</p>	<p>Promotion</p> <ul style="list-style-type: none"> ● Promotional Mix (Sales promotion, personal, advertising, direct marketing, and public relations) ● Types of trade and consumer promotion ● Press Release <p>Visual Merchandising and Display</p> <ul style="list-style-type: none"> ● Elements of visual merchandising ● Types of display ● Display design and preparation ● Artistic Elements of a display <p>Marketing Business Plan Projects</p>	<p>Advertising Media</p> <ul style="list-style-type: none"> ● Purpose of advertising ● Types of media ● Print Advertisements ● Advertising Layout ● Advertisement campaign <p>Presentation Skills</p> <ul style="list-style-type: none"> ● Written proposal ● Public Speaking <p>Marketing Business Plan Projects</p>	<p>Marketing Business Plan Projects and Presentations</p>