

<b>DEPARTMENT: BUSINESS EDUCATION</b>	<b>COURSE TITLE: MARKETING MANAGEMENT</b> <b>COURSE NUMBER: 567</b>
<b>GRADE(S): 9-12</b>	<b>PRE-REQUISITES (IF ANY):</b>

<b>UNIT</b>	<b>LENGTH</b>	<b>CONTENT</b>	<b>SKILLS</b>	<b>METHODS OF ASSESSMENT</b>	<b>FRAMEWORK STRAND(S) &amp; STANDARD(S)</b>
Unit 1: The Product	3 weeks	<ul style="list-style-type: none"> <li>• Definition of marketing</li> <li>• How marketing serves people</li> <li>• Difference between macromarketing and micromarketing</li> <li>• The marketing concept</li> <li>• The four P's of marketing and how they relate to the marketing concept</li> <li>• How target market relates to the marketing concept</li> <li>• The five utilities and other benefits added to products</li> <li>• The aims and justification of marketing research</li> <li>• Types and kinds of marketing research</li> <li>• Problem solving in marketing</li> <li>• Primary and secondary data</li> <li>• Purposes and contents of marketing research reports</li> <li>• Importance of understanding consumer behavior</li> <li>• Difficulty of understanding consumer buying behavior</li> <li>• Types of brands and the reasons marketers brand their products</li> <li>• Branding strategies and licensing.</li> </ul>	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Understand the three basic questions of every economic system: What goods should be produced, how should they be produced, and how they should be distributed.</li> <li>• Understand the American private enterprise system that allows consumers, business owners, and workers to make basic economic decisions.</li> <li>• Understand that marketers in a private enterprise system expect certain risks and a certain amount of government control for the right to earn a profit.</li> <li>• Understand how the psychology of the consumer can mean profits or losses.</li> <li>• Understand the product life cycle.</li> <li>• Understand the importance of a swot analysis.</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly written analysis papers from different publications in the marketing industry</li> <li>• Case studies</li> <li>• Internet research on how different companies deal with marketing issues as related to the 4 P's</li> <li>• Use of terminology</li> <li>• Quizzes and tests</li> <li>• Time on task</li> </ul>	<p>ELA: 4.26, 8.34, 11.6, 11.7, 19.30, 20:6, 21.8, 21.9, 23:14, 23:15 HSS (Economics): 11,12, 14, 15</p>
Unit 2: The Price	3 weeks	<ul style="list-style-type: none"> <li>• Nature and importance of pricing</li> <li>• Price and non-price competition</li> <li>• Factors affecting pricing decisions: objectives, buyer's perceptions, elasticity, cost, break-even analysis, other marketing mix variable</li> <li>• Demand-oriented, competitive-oriented and cost-oriented pricing</li> </ul>	<p>Students will:</p> <p>Define the term price and explain why it is a necessary part of every exchange between a buyer and seller. Describe why price is important to marketers and why it may be difficult to determine.</p> <p>Distinguish among cost-oriented, demand-oriented and competition-oriented approaches to pricing.</p> <p>Compare and contrast cost-plus</p>	<ul style="list-style-type: none"> <li>• Weekly written analysis papers from different publications in the marketing industry</li> <li>• Case studies</li> <li>• Internet research on how different companies deal with marketing</li> </ul>	<p>ELA: 4.26, 8.34, 11.6, 11.7, 19.30, 20:6, 21.8, 21.9, 23:14, 23:15 HSS (Economics): 11,12, 14, 15 ITRS: 1.24, 2.2, 2.3, 2.3, 3.3</p>

			pricing and markup pricing. Explain six steps of a method for setting price and eight types of pricing techniques. Identify market conditions that cause marketers to change prices.	issues as related to the 4 P's <ul style="list-style-type: none"> <li>• Use of terminology</li> <li>• Quizzes and tests</li> <li>• Time on task</li> </ul>	
Unit 3: Promotion	3 weeks	<ul style="list-style-type: none"> <li>• Promotion at work</li> <li>• Advertising media</li> <li>• Sales promotion</li> <li>• Public relations and publicity</li> <li>• Principles of effective selling</li> <li>• Elements of the communication process</li> <li>• Dealing with unfavorable publicity</li> </ul>	Students will: <ul style="list-style-type: none"> <li>• Describe the many forms of promotions.</li> <li>• Describe and analyze promotional activities and campaign.</li> <li>• Identify types of advertising.</li> <li>• Describe and explain the advantages of different types of media.</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly written analysis papers from different publications in the marketing industry</li> <li>• Case studies</li> <li>• Internet research on how different companies deal with marketing issues as related to the 4 P's</li> <li>• Use of terminology</li> <li>• Quizzes and tests</li> <li>• Time on task</li> </ul>	ELA: 4.26, 8.34, 11.6, 11.7, 19.30, 20:6, 21.8, 21.9, 23:14, 23:15, 27. 7 HSS (Economics): 11,12, 14, 15 ITRS: 1.24, 2.2, 2.3, 2.3, 3.3
Unit 4: The Placement (Distribution)	3 weeks	<ul style="list-style-type: none"> <li>• Types of distribution and what they offer</li> <li>• Intermediaries and functions they perform</li> <li>• Channels for consumer and industrial goods</li> <li>• Determining the width of the distribution channel</li> <li>• Wholesaler's role in distribution</li> <li>• Retailing and its relationship to distribution and placement</li> <li>• Physical distribution and placement</li> <li>• Services and distributions</li> <li>• Services and placement</li> <li>• The American Marketing Association Code of Ethics</li> </ul>	Students will: <ul style="list-style-type: none"> <li>Understand the four types of distribution channels.</li> <li>Describe the functions and roles of wholesaling in the channel of distribution.</li> <li>Identify and classify various kinds of wholesalers.</li> <li>Discuss the advantages and disadvantages of six forms of retail ownership.</li> <li>Describe how services are marketed and relate the marketing of services to the four P's of the marketing mix.</li> <li>Understand the importance of developing a personal and business code of ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly written analysis papers from different publications in the marketing industry</li> <li>• Case studies</li> <li>• Internet research on how different companies deal with marketing issues as related to the 4 P's</li> <li>• Use of terminology</li> <li>• Quizzes and tests</li> <li>• Time on task</li> </ul>	ELA: 4.26, 8.34, 11.6, 11.7, 19.30, 20:6, 21.8, 21.9, 23:14, 23:15. HSS (Economics): 11,12, 14, 15 ITRS: 1.24, 2.2, 2.3, 2.3, 3.3