

Advanced Marketing

Marketing

Grade(s) 11th - 12th, Duration 1 Year, 1 Credit
Elective Course

Course Overview

This course is designed for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management.

Scope And Sequence

Timeframe	Unit	Instructional Topics
18 Day(s)	Branding Elements & Strategies	1. Branding Elements & Strategies 2. Building Your Personal Brand
20 Day(s)	Marketing Information Management	1. Marketing Research 2. Conducting Marketing Research
28 Day(s)	The Marketing Plan	1. Marketing Planning 2. Market Segmentation
24 Day(s)	Economic and Business Foundations	1. Marketing Begins with Economics 2. Moving into a Global Economy 3. The Basics of Marketing 4. Get Ready for Competition
30 Day(s)	Product and Service Management	1. Product Planning 2. Branding, Packaging, and Labeling 3. Extended Product Features
36 Day(s)	Pricing	1. Price Planning 2. Pricing Strategies 3. Pricing Math

Course Details

Unit: Branding Elements & Strategies

Duration: 18 Day(s)

Unit Description

Students will explore elements of branding and its importance in the world of marketing. They will also link the importance of creating their own personal brand when planning for their future career.

Enduring Understandings (Knowledge & Skills)

Why is branding important in product planning and marketing?

What are the various branding elements?

What branding strategies can be used in search of future professional career paths?

Academic Vocabulary

brand
brand name
trade name
brand mark
trade character
trademark
national brands
private distributor brands
generic brands
brand extension
brand licensing
mixed brand
co-branding
Resume
Networking
Interviews

Topic: Branding Elements & Strategies

Duration: 8 Day(s)

Topic Description (short)

Branding is an important asset and powerful tool for marketing and selling products/services.

Formative Assessment

Branding Product Testing

Learning Targets


Explain the nature of product/service branding

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- Explain the nature of branding
- Describe factors used by businesses to position brands
- Develop strategies to position brands
- Select mix of brands
- Identify national, private, and generic brands

Learning Targets linked to Priority Standard = 

Topic: Building Your Personal Brand

Duration: 5 Day(s)

Topic Description (short)


Students will take what they learned about business branding and apply it to building their personal brand for college and/or the career.

Formative Assessment

Resume

Learning Targets

- Discuss networking skills and tools for professional development.
- Update (or create) an (electronic) resume.
- Research career trends and opportunities in marketing.

Learning Targets linked to Priority Standard = 

Unit: Marketing Information Management

Duration: 20 Day(s)

Unit Description

Marketing Information Management explores the importance, the major areas, and the steps performed in the marketing research process.

Topic: Marketing Research


Duration: 10 Day(s)

Topic Description (short)

This topic introduces the process of getting the marketing information needed to make sound business decisions through systematic gathering, recording, and analyzing of data.

Learning Targets

- The student will discuss the nature, importance, and usage of marketing research in planning and implementing marketing strategies.
- The student will explain the function of marketing information systems.
- The student will be able to distinguish between the four important types of marketing research.

Learning Targets linked to Priority Standard = 

Topic: Conducting Marketing Research


Duration: 10 Day(s)

Topic Description (short)

This topic introduces the methods used to collect data for marketing research.

Learning Targets

- The student will be able to explain the steps in designing and conducting marketing research.
- The student will be able to compare primary and secondary research.
- The student will be able to collect and interpret marketing information.
- The student will be able to identify the elements in a marketing research report.
- The student will be able to design and administer a marketing research survey.

Learning Targets linked to Priority Standard = 

Unit: The Marketing Plan

Duration: 28 Day(s)

Unit Description

A company looks at itself (Strengths/Weaknesses) and the world around it (Opportunities/Threats) to create a marketing plan for reaching goals.

Enduring Understandings (Knowledge & Skills)

- How and why do companies conduct a SWOT analysis?
- What are the three key areas of an internal company analysis?
- What are the factors in a PEST analysis?
- What are the basic elements of a marketing plan?
- What is market segmentation?
- How do companies analyze their target market?
- What is the difference mass marketing and market segmentation.

Academic Vocabulary

- SWOT analysis
- PEST analysis

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marketing plan
executive summary
situation analysis
marketing strategy
sales forecasts
performance standard
market segmentation
demographics
disposable income
discretionary income
geographics
psychographics
mass marketing

Topic: Marketing Planning

Duration: 5 Day(s)

Topic Description (short)

A company looks at itself (strengths/weaknesses) and the world around (opportunities/threats) it to create a marketing plan for reaching goals.

Formative Assessment

SWOT Worksheet
SWOT Company Group Analysis Activity
Company SWOT Project

Learning Targets

Students will conduct a SWOT Analysis and explain the basic elements of a marketing plan.

Assessment: SWOT Classification Worksheet (partners)
SWOT Company Group Analysis Activity
Company SWOT Project

Learning Targets linked to Priority Standard = +

Topic: Market Segmentation

Duration: 6 Week(s)

Topic Description (short)

The key to marketing is to know your customer or target market. Market segmentation helps identify the target market.

Formative Assessment

Market Segmentation Activity
Print Ad Analysis
Marketing Segmentation: Design a Magazine

Learning Targets

Students will explain the basic elements of a marketing plan.

Assessment: Ch. 2 Quiz

Students will create a marketing plan.

Assessment: Amusement Park Marketing Plan Project

Explain the concept of market segmentation and the impact on various social and cultural groups.

Assessment: Ch. 2 Quiz

Amusement Park Marketing Plan Project

Students will analyze target markets using market segmentation.

Assessment: Ch. 2 Test

Amusement Park Marketing Plan Project

Learning Targets linked to Priority Standard = +

Unit: Economic and Business Foundations

Duration: 24 Day(s)

Unit Description

Units 2-4 review principles and concepts possibly learned in other courses, such as Economics, Algebra, English, and Business Principles. You will see how those principles and concepts support marketing decisions. You will also learn about important marketing concepts, such as target markets, marketing mixes, marketing research, and marketing strategy. You will learn how marketing is used successfully in a variety of United States and international businesses, concluded by learning the most valuable marketing tool: the marketing plan.

Academic Vocabulary

Why is it important to understand economics?

Topic: Marketing Begins with Economics

Duration: 7 Day(s)

Topic Description (short)

One of the most important disciplines for marketers to understand is economics. In order to plan and implement marketing activities effectively, you need to understand the private enterprise economy and economic principles. The marketers who understand economics and

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use it to plan marketing activities have an important advantage.

Learning Targets

- Identify how marketers can benefit from an understanding of economics.
- Describe the characteristics of the U.S. private enterprise economy.
- Identify the roles of consumers, producers, and government in a private enterprise economy.
- Explain the law of supply and demand.

Learning Targets linked to Priority Standard = +

Topic: Moving into a Global Economy

Duration: 6 Day(s)

Topic Description (short)

The marketing concept applies in markets from other countries as it does in the United States. In fact, companies that use the concept successfully have an advantage in international markets. While the same marketing functions are used in international business, there are differences in the marketing activities from one country to another.

Learning Targets

- Discuss the impact of international trade on the U.S. economy.
- Explain why businesses want to sell their products and services in other countries.
- Discuss how the marketing concept can be used to identify opportunities in international markets.
- Describe ways that each of the marketing functions can be designed to meet the needs of international markets.
- List sources of information and support available to businesses participating in international trade.

Learning Targets linked to Priority Standard = +

Topic: The Basics of Marketing

Duration: 3 Day(s)

Topic Description (short)

The effective use of marketing has made important differences in businesses. Often new markets or better ways to produce, distribute, price, or promote products and services are discovered. As businesses have used marketing to improve customer satisfaction, other organizations have seen that marketing can be an important tool.

Learning Targets

- Explain the influence of the marketing concept on how a business plans and operates.
- Demonstrate understanding of the elements of a marketing strategy.
- Outline the steps consumers take when making a purchasing decision.
- Identify how businesses can effectively respond to competition.
- Discuss factors that effect the marketing efforts of various types of businesses.

Learning Targets linked to Priority Standard = +

Topic: Get Ready for Competition

Duration: 8 Day(s)

Topic Description (short)

Competition is an integral part of the free market system. The benefits that consumers derive from competition are low prices, high quality, innovative products, and product/service variety. In order for businesses to compete effectively, they must know who their customers are and how to segment the market into groups of consumers with similar needs and wants.

Learning Targets

- Explain how markets can be segmented by geographic location, demographic characteristics, psychographics, product usage, and benefits derived.
- Understand how to evaluate market potential and calculate market share.
- List at least four bases for marketing position.
- Demonstrate an understanding of two types of competition and how competition benefits consumers.
- Describe the types and sources of competitive information.

Learning Targets linked to Priority Standard = +

Unit: Product and Service Management

Duration: 30 Day(s)

Unit Description

This unit discusses the decisions a business makes in the production and sale of its products.

Topic: Product Planning

Duration: 10 Day(s)

Topic Description (short)

Businesses must plan, position, and manage products and services they create. This process includes determining the product mix and the product mix strategies.

Learning Targets

The student will explain how businesses plan what products to produce and sell and how they position and manage these products.

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The student will explain the nature and scope of product planning, product mix, and product development.
The student will describe and evaluate the product life cycle.
The student will identify strategies to position products in various life cycles.

Learning Targets linked to Priority Standard = +

Topic: Branding, Packaging, and Labeling

Duration: 10 Day(s)

Topic Description (short)

This topic describes branding, packaging, and labeling as part of the product planning strategy to create perceived product differences or emphasize real differences.

Learning Targets

The student will explain the nature and scope of branding, packaging, and labeling in product planning.
The student will identify the importance of branding, branding elements, and branding strategies to product/service management.

Learning Targets linked to Priority Standard = +

Topic: Extended Product Features

Duration: 10 Day(s)

Topic Description (short)

This topic explores extended product features such as warranties and the use of credit as it affects product planning and relates to consumer rights and responsibilities.

Learning Targets

The student will be able to explain and apply appropriate warranties and guarantees.
The student will be able to identify consumer protection provisions of appropriate agencies.
The student will be able to explain the purposes and importance of credit and of obtaining credit.
The student will be able to describe legal issues affecting business.

Learning Targets linked to Priority Standard = +

Unit: Pricing

Duration: 36 Day(s)

Unit Description

Price is an essential element in marketing. The steps involved in determining price, together with company goals, the target market, and government regulations, are essential for business success.

Topic: Price Planning

Duration: 12 Day(s)

Topic Description (short)

This topic explores the importance of price and all the factors that affect the pricing decision.

Learning Targets

The student will be able to recognize the different forms of pricing.
The student will be able to differentiate between market share and market position.
The student will be able to list the four market factors that affect price planning.
The student will be able to analyze demand elasticity and supply and demand theory.
The student will be able to explain how government regulations affect price planning.

Learning Targets linked to Priority Standard = +

Topic: Pricing Strategies

Duration: 12 Day(s)

Topic Description (short)

This topic explores how various pricing policies and strategies provide a wide range of ideas on how one goes about deciding on a price for products.

Learning Targets

The student will be able to explain the relationship between pricing and the product life cycle.
The student will be able to describe pricing strategies that adjust the base price.
The student will be able to list the steps involved in determining a price.
The student will be able to explain the use of technology in the pricing function.

Learning Targets linked to Priority Standard = +

Topic: Pricing Math

Duration: 12 Day(s)

Topic Description (short)

This topic explains pricing computations, including how to calculate markups and markdowns, and discounts.

Learning Targets

The student will use the basic formula for calculating a retail price.

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The student will calculate dollar and percentage markup based on cost or retail.

The student will calculate markdowns in dollars and percentages.

The student will calculate maintained markup in dollar and percent.

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