

# Fundamentals of Marketing

Marketing

Grade(s) 9th - 12th, Duration 1 Year, 1 Credit  
Required Course

## Course Overview

This course is designed to introduce students to the field of marketing, covering such topics as: advertising, promotions, product development, distribution, communication, human relations, and career exploration.

Timeframe	Unit	Scope And Sequence	
		Instructional Topics	
28 Day(s)	Marketing is All Around Us	1. Marketing and the Marketing Concept 2. The Importance of Marketing 3. Fundamentals of Marketing	
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	
15 Day(s)	Selling	1. The Sales Function 2. Beginning the Sales Process 3. Determining Needs 4. Presenting the Product 5. Overcoming Objections 6. Closing the Sale	
8 Day(s)	Promotional Concepts & Strategies	1. Promotion & Promotional Mix 2. Types of Promotion	
8 Day(s)	Print Advertisements	1. Elements of Advertising 2. Advertising Layout	
32 Day(s)	Advertising	1. Advertising Media 2. Media Measurements and Rates	
15 Day(s)	Visual Merchandising & Display	1. Display Features 2. Artistic Design	

## Materials and Resources

e-Textbook: Marketing Essentials Connect

## Course Details

**Unit:** Marketing is All Around Us

**Duration:** 28 Day(s)

### Unit Description

To be a successful marketer, you need to understand the marketing skills, marketing core functions, and basic tools of marketing.

### Enduring Understandings (Knowledge & Skills)

- Describe the scope of marketing.
- Describe each marketing core function.
- Explain the marketing concept.
- Describe the benefits of marketing.
- Explain the concept of utility.
- Cite examples of types of utilities.
- Describe how marketers use knowledge of the market to sell products.
- Compare and contrast consumer and organizational markets.
- Explain the importance of target markets.
- Explain how each component of the marketing mix contributes to successful marketing.

### Academic Vocabulary

marketing  
goods  
services  
marketing concept  
utility  
market  
consumer market  
organizational market  
market share  
target market

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customer profile  
marketing mix

**Topic:** Marketing and the Marketing Concept

**Duration:** 2 Week(s)

## Topic Description (short)

To be a successful marketer, you need to understand the marketing skills, marketing core functions, and basic tools of marketing.

## Formative Assessment

Marketing is All Around Us W/S (7 Functions of Marketing)

## Learning Targets

Students will be able to calculate profit percentages of various markets.  
Students will be able to describe traits important to the success of employees in marketing.  
Students will be able to describe each marketing core function.  
Students will be able to explain the marketing concept.  
Students will discuss in groups the intrusion and validity of marketing in today's society.  
Students will discuss in groups the intrusion and validity of marketing in today's society.  
Students will be able to describe the three functions of customer relationship management and the use of technology in CRM.  
Students will be able to describe the three functions of customer relationship management and the use of technology in CRM.

Learning Targets linked to Priority Standard = +

**Topic:** The Importance of Marketing

**Duration:** 1 Week(s)

## Topic Description (short)

Marketing supports competition and offers benefits to consumers.

## Formative Assessment

Marketing Utilities Canva Presentation

## Learning Targets

Students will be able to explain how marketing supports competition and offers benefits to consumers.  
Students will be able to explain the concept of utility and cite examples of types of utilities.

Learning Targets linked to Priority Standard = +

**Topic:** Fundamentals of Marketing

**Duration:** 4 Week(s)

## Topic Description (short)

The term market refers to all the people who might buy a product.

The marketing mix is a combination of elements used to sell a product to a specific target market.

## Formative Assessment

B2B vs B2C Internet Activity  
Customer Profile - Google Class

## Learning Targets


Students will be able to explain the concept of market and market identification.  
Students will be able to select target markets.  
Students will describe how marketers use knowledge of their target market to sell products.  
Students will give an oral presentation over the marketing mix and marketing Utilities for their lemonade stand competition project.  
Students will give an oral presentation over the marketing mix and marketing Utilities for their lemonade stand competition project.  
Students identify the factors that affect a business's profit.  
Students will create a survey to determine market needs.  
Students will select pricing strategies for their lemonade sale.  
Students will adjust prices of lemonade based of their market to be able to maximize profitability.  
Students will identify the elements of the marketing mix.  
Students will generate product ideas for their lemonade stand.  
Students will create a marketing campaign to persuade others to purchase their products.  
Students will create promotional signage for their lemonade stand.  
Students will collaborate in the design of a slogan for their lemonade stand.  
Students will be able to differentiate between consumer and organizational buying behavior.  
Students will conduct payments from customers to complete customer transactions.  
Students will be able to differentiate between good and a service.  
Students will be able to describe each marketing core function.  
Students will be able to explain how marketing supports competition and offers benefits to consumers.  
Students will be able to explain the concept of utility and cite examples of types of utilities.  
Students will be able to explain the marketing concept.

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## Marketing

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Required Course

Students will create a customer profile of themselves.

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
- 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.

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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 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.

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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: Selling

Duration: 15 Day(s)

#### Unit Description

Personal selling is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product. There are essential steps in the selling process that will assist in accomplishing a successful sale.

#### Topic: The Sales Function

Duration: 2 Day(s)

##### Topic Description (short)

Sales people prepare for the sale. Personal selling is defined, and three basic sales situations are reviewed; retail, business-to-business, and retailing sales situations.

##### Learning Targets

The students will be able to explain the nature and scope of the selling function.  
The students will be able to analyze product information for use in selling.  
The students will be able to identify customer's buying motives for use in selling.  
Students will be able to facilitate customer buying decisions.  
Student will be able to explain key factors in building a clientele.

Learning Targets linked to Priority Standard = +

#### Topic: Beginning the Sales Process

Duration: 3 Day(s)

##### Topic Description (short)

Selling is a function of marketing that involves one-on-one contact with customers. To be effective in sales, a salesperson must possess product knowledge, as well as an understand of customers' motives for buying and of the decision-making process.

##### Learning Targets

The student will be able to determine customer/client needs.  
Students will be explain key factors in building a clientele.  
Students will be able to differentiate between consumer and organizational buying behavior.

Learning Targets linked to Priority Standard = +

#### Topic: Determining Needs

Duration: 2 Day(s)

##### Topic Description (short)

Determining needs is an early step in the sales process because it frames the rest of the sales presentation. It is also the one stop that continues though out the sales process as you try to match a customer's needs with solutions found in your product line.

##### Learning Targets

The students will be able to explain why determining needs is an essential step in the sales process.  
The students will be able to list three methods for determining needs.  
The students will practice nonverbal communication and open-ended questioning.

Learning Targets linked to Priority Standard = +

#### Topic: Presenting the Product

Duration: 3 Day(s)

##### Topic Description (short)

The product presentation step of the sales process is where you get to share your product knowledge with customers. To be effective, you need to first determine customers' needs. In order to match those needs with product features and benefits. There are a few techniques that will create exciting and interesting presentation for your customers.

##### Learning Targets

The student will be able to demonstrate a product and recommend specific products to satisfy needs.  
The student will be able to convert customer/client objections into selling points.  
The student will be able to handle customer inquiries.

Learning Targets linked to Priority Standard = +

#### Topic: Overcoming Objections

Duration: 2 Day(s)

##### Topic Description (short)

Learning how to handle objections during the sales process will make you a more effective salesperson. You will quickly see that objections are helpful in the sales process by providing an opportunity to further determine customers' needs and problems. Objections are easily managed once you know the basis for them, as well as the general and specific methods that work in various selling situations.

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## Learning Targets

- The student will be able to distinguish objections from excuses.
- The student will be able to explain buying decision on which common objections are based.
- The student will be able to convert customer/client objections into selling points.
- The student will be able to handle customer inquiries.

Learning Targets linked to Priority Standard = +

## Topic: Closing the Sale

Duration: 3 Day(s)

### Topic Description (short)

At a certain point in the sales process, your customer will be ready to make a purchase. Sometimes, the decision to buy is quick and easy. At other times, it is more difficult. You will learn how to close a sale in this section.

### Learning Targets

- The student will be able to identify customer buying signals.
- Students will be able to list a few rules for closing a sale.
- The student will be able to select appropriate specialized methods for closing a sale.

Learning Targets linked to Priority Standard = +

## Unit: Promotional Concepts & Strategies

Duration: 8 Day(s)

### Unit Description

This unit looks at how personal selling, advertising, direct marketing, sales promotion, and public relations makes up the promotional mix

### Enduring Understandings (Knowledge & Skills)

- What role does promotion play in business and marketing?
- What are the various types of promotion?

### Academic Vocabulary

promotion  
product promotion  
institutional promotion promotional mix  
advertising  
direct marketing  
social media  
sales promotion  
public relations  
news release  
publicity  
push policy  
pull policy  
sales promotions  
trade promotions  
consumer promotions  
coupons  
premiums  
incentives  
promotional tie-ins  
loyalty marketing programs  
kiosks

## Topic: Promotion & Promotional Mix

Duration: 5 Day(s)

### Topic Description (short)

In this section we explore how promotion, one of the four P's of the Marketing Mix, is any activity that helps in the exposure or sale of a product.

### Formative Assessment

- Promotional Mix Classification Worksheet
- Promotional Mix Loom Screencast

### Learning Targets

- Explain the role of promotion in business and marketing.  
Assessment: Screencastify Promo Mix Partner Activity
- Identify the various types of promotion  
Assessment: Promotional Mix Classification Worksheet

Learning Targets linked to Priority Standard = +

## Topic: Types of Promotion

Duration: 4 Day(s)

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## Topic Description (short)

Sales Promotion involves different techniques to increase sales and inform customers about a company's products.

## Formative Assessment

Consumer Sales Promo Scavenger Hunt  
Ch. 17 Quiz

## Learning Targets

Identify the different elements of the promotional mix.

Assessment: Consumer Sales Promo Scavenger Hunt

Learning Targets linked to Priority Standard = +

## Unit: Print Advertisements

Duration: 8 Day(s)

### Unit Description

Successful advertising campaigns include essential elements to help sell goods and services.

### Enduring Understandings (Knowledge & Skills)

How are advertising campaigns developed and what role do advertising agencies play?

What are the main components of a print ad?

### Academic Vocabulary

advertising campaign  
advertising agencies  
logotype  
headline  
copy  
illustration  
clip art  
signature  
slogan  
ad layout  
advertising proof

## Topic: Elements of Advertising

Duration: 3 Day(s)

### Topic Description (short)

Successful advertising campaigns include essential elements to help sell goods and services.

### Formative Assessment

Literary Device Slogan Activity

### Learning Targets

Students will collaborate in the design of a slogan using one of the five literary devices.

Assessment: Create Your Own Literary Device Slogan Activity  
Ch. 20 Quiz

Explain the role of advertising agencies.

Assessment: Ad Agency Web Search Assignment  
Ch. 20 Quiz

Learning Targets linked to Priority Standard = +

## Topic: Advertising Layout

Duration: 5 Day(s)

### Topic Description (short)

Advertisers must understand effective design principles when developing ad layouts in order to quickly attract the attention of a targeted audience.

### Formative Assessment

Print Ad Partner Project  
Ch. 2 Quiz

### Learning Targets

Explain the role of advertising agencies.

Assessment: Ad Agency Web Search Assignment  
Ch. 20 Quiz

Identify and describe effective advertising layout types.

Assessment: Print Ad Partner Project  
Ch. 20 Quiz

Learning Targets linked to Priority Standard = +

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Grade(s) 9th - 12th, Duration 1 Year, 1 Credit

Required Course

**Unit:** Advertising

**Duration:** 32 Day(s)

## Unit Description

Advertising is an important element of promotion. Businesses advertise to promote their goods, services, and ideas.

## Enduring Understandings (Knowledge & Skills)

What are the What is the purpose of advertising in the promotional mix?

What are the different types of advertising media?

What are the different media measurement techniques used to evaluate media?

## Academic Vocabulary

promotional advertising

institutional advertising

media

print media

transit advertising

broadcast media

online advertising

specialty media

media planning

audience

impression

frequency

cost per thousand (CPM)

## Topic: Advertising Media

**Duration:** 4 Week(s)

### Topic Description (short)

Students will explore how advertising is non-personal promotion which promotes goods, services, and ideas by using a variety of media.


### Formative Assessment

Ch. 19.1 Quiz

### Learning Targets

Explain the different types of advertising media.

Assessment: Ch. 19.1 Quiz

Learning Targets linked to Priority Standard = 

## Topic: Media Measurements and Rates

**Duration:** 4 Week(s)

### Topic Description (short)

Business need to reach as many targeted customers as possible. It is important to calculate costs and measure media effectiveness to reach a potential audience.

### Formative Assessment

Ch. 19.2 Quiz

### Learning Targets

Determine advertising reach of media

Assessment: Media Rates Worksheet

Calculate media costs


Assessment: Media Rates Worksheet

Develop a media plan

Assessment: The Pitch Ad Campaign Project

Choose appropriate media outlets

Assessment: The Pitch Ad Campaign Project

Learning Targets linked to Priority Standard = 

## Unit: Visual Merchandising & Display

**Duration:** 15 Day(s)

### Unit Description

Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.

### Enduring Understandings (Knowledge & Skills)

What role does visual merchandising play in marketing?

What are the different elements of visual merchandising?

What are the five steps that go into creating a display?

### Academic Vocabulary

visual merchandising

display



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Required Course

storefront  
marquee  
store layout  
fixtures  
point-of-purchase displays (POPs)  
interactive kiosk  
props  
color wheel  
complementary colors  
adjacent colors  
triadic colors  
focal point  
proportion  
formal balance  
informal balance

## Topic: Display Features

Duration: 14 Day(s)

### Topic Description (short)


Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.

### Formative Assessment

Level A & B Hyper Doc Assignments/Projects  
Ch. 18 Vocab Quiz

### Learning Targets

Students will distinguish between visual merchandising and display  
Students will analyze types of display arrangements  
Students will create and maintain displays  
Students will explain the use of visual merchandising in retailing  
Students will explain the impact of color harmonies on visual merchandising  
Students will create a display by planning merchandise assortment (e.g., styling, sizes, quantities, colors)  
Students will describe the elements of design visual merchandisers must know

Learning Targets linked to Priority Standard = 

## Topic: Artistic Design

Duration: 14 Day(s)

### Topic Description (short)

Visual merchandising must know the rules of artistic design to create displays that enhance sales, attract customers, and sustain customer loyalty.

### Formative Assessment

Level B Hyper Doc Activities  
Level C Hyper Doc Project

### Learning Targets

Students will analyze types of display arrangements  
Students will create a display by planning merchandise assortment (e.g., styling, sizes, quantities, colors)  
Students will create and maintain displays  
Students will describe the elements of design visual merchandisers must know  
Students will distinguish between visual merchandising and display  
Students will explain the impact of color harmonies on visual merchandising  
Students will explain the use of visual merchandising in retailing

Learning Targets linked to Priority Standard = 