

Marketing Exploration

Marketing

Grade(s) 7th - 8th, Duration 1 Semester, .5

Credits
Elective Course

Course Overview

Marketing Exploratory is taught as an instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system.

Timeframe	Unit	Scope And Sequence
		Instructional Topics
28 Day(s)	Marketing is All Around Us_Copy	1. The Importance of Marketing 2. Fundamentals of Marketing
28 Day(s)	The Marketing Plan_Copy	1. Marketing Planning 2. Market Segmentation

Course Details

Unit: Marketing is All Around Us_Copy

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
customer profile
marketing mix

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.

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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.
Students will create a customer profile of themselves.

Learning Targets linked to Priority Standard = 

Unit: The Marketing Plan_Copy

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

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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 = +