

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Marketing Management Promotion

Course Code: 040011/034305

CIP Code: 52.0701/52.0101

COURSE INTRODUCTION:

An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.

This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.

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<p>UNIT DESCRIPTION:</p> <p>Students will learn to identify and analyze customer profiles, create marketing and promotional plans, and analyze the effect of culture, export/import opportunities, and trends on target markets.</p>		<p>SUGGESTED UNIT TIMELINE: 3 WEEKS</p> <p>CLASS PERIOD (min.): 50 MINUTES</p>				
<p>ESSENTIAL QUESTIONS:</p> <ol style="list-style-type: none"> 1. How do companies identify and analyze customer profiles and reach target markets? 2. How does an entrepreneur create a marketing and promotional plan to reach the target market? 3. How does an entrepreneur analyze the effect of cultural differences, export and import opportunities, and trends on an entrepreneurial venture in a global market place? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	OTHER	DOK
1. Conduct SWOT analysis	O.01			RST 11-12.8 S-IC.1	Mktg. III. A. 3A	3
2. Conduct competitive analysis	O.02			S-IC.1 WHST 11-12.8	Mktg. III. D. 3C	3
3. Set a marketing budget	L.19			WHST 11-12.6 HS-Modeling	Mktg. IV. C. 3E	3
4. Develop marketing plan	L.20			RST 11-12.3	Mktg. VI. 3A	3
5. Monitor and evaluate performance of marketing plan	L.21			WHST 11-12.6 RST 11-12.8	Mktg. VI. 3D	3
6. Describe the elements of the promotional mix	L.22			RH 11-12.5	Mktg. VI. 3C	2

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7. Calculate advertising media cost	L.23			N-Q.1 W 11-12.6	Mktg. IV. D. 1. 3C	3
8. Select advertising media	L.24			RST 11-12.9 WHST 11- 12.7	Mktg. III. G. 3A	2
9. Prepare a promotional budget	L.25			SL 11-12.2 HS-Modeling	Mktg. IV. D. 1. 3B	2
10. Develop promotional plan for a business	L.26			W 11-12.2a	Mktg. III. G. 3B	3
11. Write a news release	L.27			WHST 11- 12.2a	Mktg. IV. D. 3. 3A	2
12. Obtain publicity	L.28			SL 11-12.2	Mktg. IV. D. 3. 3B	2
13. Select sales-promotion options	L.29			RST 11-12.2	Mktg. II. A. 3D	1
14. Write sales letters	L.30			W 11-12.2	Mktg. IV. D. 2. 3B	2
15. Manage online (www) activities	L.31			SL 11-12.5	Mktg. IV. D. 2. 3D	2
16. Evaluate effectiveness of advertising	L.32			SL 11-12.5	Mktg. III. F. 3B	3
17. Explain factors affecting pricing decisions	L.34			SL 11-12.1a N-Q.2	Mktg. IV. C. 3A	2
18. Establish pricing objectives	L.35			F-IF.4	Mktg. IV. C. 3D	2
19. Select pricing strategies	L.36			F-IF.4	Mktg. IV. C. 3B	2
20. Acquire product information for use in selling	L.39			WHST 11- 12.7	Mktg. IV. A. 1. 3A	1
21. Analyze product information to identify product features and benefits	L.40			WHST 11- 12.7	Mktg. IV. A. 2. 3B	4
22. Prepare for the sales presentation	L.41			W 11-12.5	Mktg. IV. D. 3. 3A	3

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23. Establish relationship with client/customer	L.42			SL 11-12.1a	Mktg. II. A. 3E	2
24. Determine customer/client needs	L.43			SL 11-12.1a SL 11-12.3	Mktg. I. 3B	2
25. Determine customer's buying motives for use in selling	L.44			SL 11-12.5	Mktg. V. 3A	2
26. Differentiate between consumer and organizational buying behavior	L.45			RH 11-12.4	Mktg. IV. A. 7. 3B	3
27. Recommend specific product	L.46			SL 11-12.4	Mktg. VI. A. 3. 3B	1
28. Convert customer/client objections into selling points	L.47			SL 11-12.2	Mktg. IV. A. 3C	3
29. Close the sale	L.48			SL 11-12.4	Mktg. IV. D. 4. 3A	2
30. Demonstrate suggestion selling	L.49			SL 11-12.5	Mktg. IV. D. 2. 3A	2
31. Plan follow up strategies for use in selling	L.50			W 11-12.2f	Mktg. IV. A. 2. 3C	2
32. Process sales documentation	L.51			L 11-12.4c	Mktg. V. 3E	2
33. Prospect for customers	L.52			WHST 11-12.8	Mktg. V. 3E	2
34. Plan strategies for meeting sales quotas	L.53			WHST 11-12.9	Mktg. IV. D. 4. 3B	3
35. Analyze sales reports	L.54			N-Q.1	Mktg. III. E. 3B	4
36. Train staff to support sales efforts	L.55			SL 11-12.5	Mktg. IV. D. 4. 3C	2
37. Analyze technology for use in the sales function	L.56			RST 11-12.5	Mgmt. VIII. C. 3A	4
38. Manage online sales process	L.57			RST 11-12.8	Mgmt. VIII. C. 3B	2

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ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)	
Marketing plan rubric (summative)	
*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)	
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
1, 2	1. Cooperative Learning, Independent learning
4-6, 8-37	2. Review a marketing plan with students and provide activity and project. Lecture, independent learning
4-10, 35	3. Independent Learning
8, 16	4. Research, reading, writing
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1, 2	1. Students will conduct a SWOT analysis of a current company.
4-6, 8-37	2. Students will do a marketing plan activity and then complete the project to know what a marketing plan is and how it applies to the real world.
4-10, 35	3. Students develop a business plan to determine marketing needs and strategies.
8, 16	4. Students read about and study advertising techniques on webquest and write an opinion from what they have learned. Webquest introduces a unit on promotion by having the students evaluate online ads. Webquest - http://www.questgarden.com/41/33/3/061114080639/
UNIT RESOURCES: (include internet addresses for linking)	
http://www.entre-ed.org/_teach/activits.htm	

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http://www.elmira.edu/resources/shared/pdf/campus/clubs/SIFE/lesson_plans/allgrades.pdf

webquest - <http://www.questgarden.com/116/28/4/101211123805/>

Video – “Why You Buy: 21st Century Advertising

Video – “Customer Service: Suggestive Selling

Video – [“The Four P's, Part I: Product and Pricing- Marketing: The Standard Deviants Core Curriculum”](#)

Webquest - <http://www.questgarden.com/41/33/3/061114080639/>

Resources @ MCCE:

MCE VIDEO 304 - The Four P's, Part I: Product and Pricing- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 1999.

VIDEO — Focuses on product and price. Discusses classification of consumer products. Examines pricing strategies like skim, penetration, cost-based, and others. 16 minutes

MCE DVD ROM 12 - Buy-ology: The Science of Buying and Selling How They Sell

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — Shopping, once simply a basic task, now vies with television as America's most popular leisure activity. How are retailers cashing in on all that discretionary spending? From the Turkish bazaar to the Mall of America, this program reveals the strategies being used to ensure that wallets and purses remain open for business. Retail anthropologist Paco Underhill, shopping center architect Eric Kuhne, retail analyst Claire Williams, Amazon.com's Jeff Bezos, and Geoff Burch, "the world's most persuasive man," share their insights into the importance of advertising, store design, product placement, and buyer behavior analysis--all underlying aggressive new approaches that have redefined consumers as targets. 51 minutes

MCE DVD ROM 41 - Brian Tracy: Outselling Your Competition

Brian Tracy

WATERFORD, MI, SEMINARS ON DVD, 2006.

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DVD ROM — Learn how to sell more, faster and easier than ever before with a series of practical, proven techniques. Also, learn how to get motivated and stay motivated day after day. In this program you'll learn how to: REACH YOUR GOALS FASTER THAN EVER BEFORE; UNCOVER THE BIGGEST OBSTACLE TO SUCCESS; CREATE AN EVEN MORE COMPELLING FUTURE; INCREASE YOUR INCOME IN RECORD TIME; CREATE POSITIVE NEW HABITS & BREAK THE NEGATIVE ONES. Part one - 58 minutes, Part two - 40 minutes.

MCE DVD ROM 9 - Secrets of Negotiating Profitable Sales

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003.

DVD ROM — The difference between making a sale and making a profitable sale means more than just an extra zero or two on the bottom line. This program narrated by Bob Kimball emphasizes the importance of negotiating win-win sales. Key discussion points include getting everything on the table before beginning to negotiate, remembering that price is only one element of the total package, and never making a concession without receiving one in return. 26 minutes

MCE VIDEO 218 - Personal Selling & Sales Management

ACT Multimedia Products and Services

OLATHE, KS, ACT MULTIMEDIA PRODUCTS AND SERVICES, 2004.

VIDEO — Demonstrates the principles of sales management and personal selling, including the 6-stage personal selling process. Case Study: The Telein Group, Inc. 30 minutes.

MCE 13.1310 MERC 1 - Promotion

Marketing Education Resource Center

COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003.

BOOK — Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains www site Promotion, Planning Your Web Site, Email as a Marketing Tool, Selecting Advertising Media, Ad-quipping Your Business, Promotion, and Promotional Mix.

MCE DVD ROM 13.1 - The Selling Game: A New Era In Advertising

Films for the Humanities & Sciences

HAMILTON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2007.

DVD ROM — This program explores the results of marketing's new tools, the Internet and low-cost digital production methods. A new wave of advertising relies increasingly on consumer-generated content and rejects the ad forms of conventional television. Featuring interviews with Matt Creamer of Advertising Age, Joseph Jaffee of the marketing company Crayon, Kevin Roberts of Saatchi & Saatchi Worldwide, and others, the program presents several ad campaign case studies. These include Sunsilk Shampoo's Wig Out initiative, Dorito's call for homemade

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commercials, and--perhaps the godfather of consumer-generated ads--the Diet Coke and Mentos online phenomenon. 45 minutes.

MCE DVD ROM 22 - The Persuaders

WGBH Educational Foundation

ALEXANDRIA, VA, PBS HOME VIDEO, 2004.

DVD ROM — FRONTLINE takes an in-depth look at the multibillion-dollar "persuasion industries" of advertising and public relations. To cut through mass-media clutter and to overcome consumers' growing resistance to their pitches, marketers have developed new ways of integrating their messages deeper into the fabric of our lives. Correspondent Douglas Rushkoff explores how the culture of marketing has come to shape the way Americans understand the world and themselves and how the techniques of the persuasion industries have migrated to politics, shaping the way our leaders formulate policy, influence public opinion, make decisions, and stay in power. 90 minutes.

MCE DVD ROM 50 - Positioning: How Advertising Shapes Perception

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2004.

DVD ROM — Contemporary advertising seldom demonstrates why one brand is superior, or constructs logical arguments to sway buyers. Advertisers today position instead of persuade. Position refers to a place the product occupies in the consumer's mind. Nobody likes to be told how to think, but few notice when told how to see. Explore perceptual mapping, market segmentation, the use of emotion and magic, social approval, positioning against the competition, re-positioning, and using unique attributes. 21 minutes.

MCE DVD ROM 51 - How Consumers Decide

Learning Seed

CHICAGO, IL, LEARNING SEED, 2007.

DVD ROM — Advertisers and marketers do not need to hypnotize consumers into buying or send subliminal messages. All they need is to understand some things about our decision making. This program explores how consumers make decisions. 21 minutes.

MCE DVD ROM 7 - Focus Groups: Targeting the Market

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — Focus groups are key to an effective advertising campaign and market dominance. A good focus group can reveal to a company who its real customers are, what they think, and--most important of all--whether they will buy its product or its competitor's instead. This concise program looks at how one company, Happy Planet, ran focus groups to discover what its target market thought of its product and then applied the information to restructure its advertising campaign and revamp the product. 9 minutes

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BE DVD ROM 19.3 - Business Writing

Teachers Video Company

SCOTTSDALE, AZ, TEACHER'S VIDEO COMPANY, 2001.

DVD ROM — Effective writing is an essential skill for any business career. This program teaches students to write professional-looking documents using the language of business. Students are presented with the professional form for letters, memos, and emails. 30 minutes. Grades 9-12.

BE VIDEO 104 - Marketing and Customer Service

Princess Co, Ltd.

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

VIDEO — Good listening and speaking skills for dealing with customers are highlighted in this video. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. Grades middle school to Adult. 17:42 minutes.

BE VIDEO 156 - Business Writing

Teachers Video Company

SCOTTSDALE, AZ, TEACHER'S VIDEO COMPANY, 2001.

VIDEO — Effective writing is an essential skill for any business career. This program teaches students to write professional-looking documents using the language of business. Students are presented with the professional form for letters, memos, and emails. 30 minutes. Grades 9-12.

C&E DVD ROM 47.1 - Writing To Be Understood

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — This program includes an introduction to various kinds of written communication in the workplace - informal memos, official correspondence such as request letters, email, and formal reports. Students will be introduced to the four stages of writing, and easy-to-follow editing tips. 15 to 20 minutes.

FCS 20.0104 C153 - The Confident Consumer; Teacher's Annotated Edition

Sally R. Campbell

TINLEY PARK, IL, GOODHEART-WILLCOX COMPANY.

BOOK — Basic economic concepts as related to being a consumer, producer and citizen. Topics include: economics, making decisions, routine spending, big spending, finance, citizenship. This will help students learn how to make financial and economic decisions with competence.