DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Product Service Management   Course Code: **040001**   **CIP Code: 52.1401**

COURSE INTRODUCTION:

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. The program may utilize the Marketing Education internship to support classroom instruction.

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UNIT DESCRIPTION: Students will be able to understand the concepts and strategies needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	SUGGESTED UNIT TIMELINE: 2-3 weeks CLASS PERIOD (min.): 50 min

ESSENTIAL QUESTIONS:

1.   What product ideas would you contribute to ongoing business successes?

2.   What are the core values of a product/service?

3.   What is the purpose of the product mix and how it is used in product bundling?

4.   How could you use grades and standards in marketing to improve the quality assurances of products and services?

5.   How would you evaluate the graphic design and adequacy of a product's packaging?

6.   What factors are used by marketers to position products/services?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK

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1. Explain the nature and scope of the product/service management function				RI.11-12.3	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
2. Identify the impact of product life cycles on marketing decisions				RI.11-12.3	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
3. Describe the use of technology in the product/service management function				SL.11-12.4	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
4. Explain business ethics in product/service management				SL.11-12.1.b	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product	**2**

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					or service mix in response to market opportunities	
5. Identify product opportunities				SL.11-12.4	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**
6. Identify methods/techniques to generate a product idea				WHST.11-12.1	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**
7. Generate product ideas				WHST.11-12.7	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**
8. Determine initial feasibility of product idea				WHST.11-12.7	Understands the concepts and processes needed	**2**

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					to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	
9. Describe the uses of grades and standards in marketing				SL.11-12.2	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
10. Explain warranties and guarantees				SL.11-12.2	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
11. Identify consumer protection provisions of appropriate agencies				L.11-12.6	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**

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12. Evaluate customer experience				WHST.11-12.6	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**
13. Explain the concept of product mix				RST.11-12.5	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
14. Describe the nature of product bundling				RST.11-12.5	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**
15. Identify product to fill customer need				SL.11-12.2	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product	**1**

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					or service mix in response to market opportunities	
16. Plan product mix				L.11-12.6	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**
17. Describe factors used by marketers to position products/services				WHST.11-12.8	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
18. Develop positioning concept for a new product idea				WHST.11-12.7	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**
19. Explain the nature of product/service branding				WHST.11-12.8	Understands the concepts and processes needed	**2**

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					to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	
20. Explain the nature of branding				WHST.11-12.8	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
21. Describe factor used by businesses to position brands				WHST.9-10.8	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
22. Develop strategies to position brands				WHST.9-10.8	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**3**

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23. Explain the nature of product extension in services marketing				WHST.11-12.7	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
24. Identify product extensions that can be used in marketing communications				RI.11-12.10	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**
25. Determine quality of merchandise to offer				RH.11-12.10	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
26. Determine width and depth of assortment strategies				RH.11-12.10	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product	**2**

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					or service mix in response to market opportunities	
27. Select mix of brands				RST.11-12.9	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**
28. Plan merchandise assortment (e.g., styling, sizes, quantities, colors)				RST.11-12.9	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**2**
29. Identify new private brand opportunities				RST.11-12.8	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	**1**
30. Develop seasonal assortment strategies				RST.11-12.8	Understands the concepts and processes needed	**2**

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					to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	
31. Identify company's unique competitive advantage				SL.11-12.1.d	Understands the tools, techniques, and systems that businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.	1
32. Identify internal and external service standards				SL.11-12.2	Understands the tools, techniques, and systems that businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its	1

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					stakeholders.	

ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

Window display rubrics (formative and summative)
Unit Project rubrics (formative and 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)
1-9, 13-18, 23-26, 28-30	1. Lecture, including brief overview of marketing and the 4 Ps. Instructor demonstrates a variety of products and the packaging associated with design, requirements, and adequacy. Guided practice.
1-32	2. The teacher will share examples of new product designs and the customer considerations including standards, grades, warranties, and bundling (show 2 new product design PowerPoints).
1-9, 13-18, 23-26, 28-30	3. Utilize lesson plan on Packaging your Product, includes class discussion and cooperative learning.
1-9, 13-18, 23-26, 28-30	4. Research, independent learning
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1-9, 13-18, 23-26, 28-30	1. Students take notes. Guided practice with case study.
1-32	2. Students will generate and present a new product design with specific grades, standards, warranties, guarantees, and bundling that will consider the customer need

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1-9, 13-18, 23-26, 28-30	**3. Class discussion on packaging products. Include worksheet on generic vs. brand name products.**
1-9, 13-18, 23-26, 28-30	**4. Students complete the Shoebox activity for a window display.**

UNIT RESOURCES: (include internet addresses for linking)
www.deca.org
Glencoe Marketing Essentials Textbook
Resources @ MCCE:

MCE DVD ROM 60 - Introduction to Marketing
DE Visuals
SUNRISE, FL, DE VISUALS, 2008.
DVD ROM — Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning. Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes.

MCE DVD ROM 61 - Pillars of Marketing
CEV Multimedia
LUBBOCK, TX, CEV MULITMEDIA, 2004.
DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes.

MCE DVD ROM 12.2 - The Consumer and the Planet
Learning Seed
CHICAGO, IL, LEARNING SEED, 2009.
DVD ROM — This program deciphers "green" marketing claims and labels such as ENERGY STAR, DfE, renewable and sustainable. Also, it

illustrates eco-friendly ways to buy, prepare, store and dispose of food, and explore methods of saving water, reusing and recycling and trashing trash. Viewers will learn about environmentally friendly clothing care and green pet care. 20 minutes.

MCE DVD ROM 17 - In Brands We Trust
Films for the Humanities & Sciences
PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.
DVD ROM — In This program, Saatchi & Saatchi Worldwide's Kevin Roberts, Chanel's Jacques Helleu, anti-corporate crusader Naomi Klein, and others address the concept of branding, its history, its impact on youth, key visionaries, and the convergence of brands and culture. The growing backlash against branding is also discussed. Coke, Nike, Chanel, Apple, and Benetton are spotlighted, and many other brands are touched on. 53 minutes

MCE DVD ROM 18 - Branded: Personal Identity Through Consumer Products
Films for the Humanities & Sciences
PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.
DVD ROM — This program updates the philosophy of branding, a practice that has evolved to define personal identity through a product line, a lifestyle, or simply a concept. Cultural anthropologist Ted Polhemus explains the theory of branding and its evolution in the global marketplace. Nicolas Hayek, CEO of Swatch, uses his company's success story to discuss the emotional nature of buying--and buying into--a brand. The indy skateboard entrepreneurs of Girl & Chocolate describe their brand as representative of a lifestyle. And the advertising duo who created "do," a brand with a lot of attitude but no products, look at brands as a form of personal statement that replaces worn-out cultural identity tags such as political affiliation. 42 minutes

MCE DVD ROM 20.1 - Buying into Brand Marketing: Shaping Your Perceptions
Learning Seed
CHICAGO, IL, LEARNING SEED, 2012.
DVD ROM — Discover what a brand is and how marketing shapes its identity. Learn about brand strategy, positioning and messaging--and see them in action. Helpful tips show your students how to look beyond the brand to help make smart turns in the maze of consumer products. 26 minutes.

MCE DVD ROM 3 - Branding: Relationship Marketing
Films for the Humanities & Sciences
PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.
DVD ROM — Customer acquisition is more expensive than customer retention. This is a significant motivator behind the rise of relationship marketing. In this program, we see a movement away from mass marketing toward marketing that treats customers as individuals. Case studies

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show American Express leveraging its database to offer bills tailored to specific members, and Singapore Airlines moving beyond simple loyalty rewards to building long-term relationships with its customers. 14 minutes

MCE DVD ROM 36 - Cereal: History in a Bowl
A&E Television Networks
NEW YORK, NY, A&E TELEVISION NETWORKS, 2005.
DVD ROM — Cereal is a $9-billion industry with an indisputable place in pop-culture history. Full of surprise, nostalgia, and fascinating facts, this program celebrates the colorful--and crunchy--saga of a distinctly American meal. 50 minutes.

MCE VIDEO 124 - World Famous Pike Place Fish
ACT, Inc./RMI Media
OLATHA, KS, ACT, INC./RMI MEDIA, 2003.
VIDEO — NOTE: This is not the FISH! movie distributed by Charthouse Learning. Located in Seattle's sprawling Farmer's Market, World Famous Pike Place Fish is known for a number of things; their variety of fresh seafood, from 15 pound salmon to 2 ounce scallops, their great prices, and their friendly service. Most of all, they're known for their flying fish. See how this small fish vendor became internationally famous.

MCE VIDEO 299 - Brand Marketing
Learning Seed
LAKE ZURICH, IL, LEARNING SEED, 2000.
VIDEO — Explains how brand names play an important role in marketing and consumer consumption. How even human beings establish themselves as a brand name. What brand names have to do with security and risk reduction. 19 minutes

MCE DVD ROM 49.1 - Creating Winning Social Media Strategies
Stanford Executive Briefings
MILL VALLEY, CA, KANTOLA PRODUCTIONS, 2009.
DVD ROM — Citing examples from Oracle, Southwest Airlines, Walmart, Comcast, and Starbucks, Charlene Li shows how companies can use social media tools to develop more intimate and beneficial relationships with customers.

MCE DVD ROM 43 - Michael Wickett: Creating Customers for Life
Michael Wickett
WATERFORD, MI, SEMINARS ON DVD, 2006.
DVD ROM — This program delivers practical and powerful strategies for connecting with customers at a deeper level through questions, listening, and communication excellence. In this program you'll learn: How to ask the most important questions at the right time; Turn

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customers into walking testimonials; Receive high quality, honest answers to your questions; Outsmart the competition with clever sales ideas; Strengthen relationships by supporting people's aliveness. One hour 32 minutes.