

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Channel Management

Course Code: 52.1804

COURSE INTRODUCTION:

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

UNIT DESCRIPTION:

Students will understand how Channel Management is used within sport and entertainment industries.

SUGGESTED UNIT TIMELINE: 1 WEEK

CLASS PERIOD (min.): 50 MINUTES

ESSENTIAL QUESTIONS:

1. What is the difference between Direct and Indirect Channels?
2. What are some examples of Direct/Indirect Channels and how are they used?
3. Why do companies utilize multiple channels to reach customers?

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ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Acquire foundational knowledge of channel management to understand its role in marketing			WHST.11-12.6 WHST.11-12.7 RST.11-12.4 L.11-12.6 SL.11-12.1 SL.11-12.2 SL.11-12.5	Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	1
2. Manage channel activities to minimize costs and to determine distribution strategies			A-CED.1 WHST.11-12.6 WHST.11-12.7 RST.11-12.4 RST.11-12.9 L.11-12.6 SL.11-12.1 SL.11-12.2 SL.11-12.4 SL.11-12.5	Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	3
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.) Distribution Assessment *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)				

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1, 2	1. Independent learning; Guided Practice
1, 2	2. Independent and cooperative learning to complete a distribution project.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1, 2	1. Students complete a channel management worksheet. Students work with the instructor to analyze place element of the marketing mix by performing the role of a channel member of distribution.
1, 2	2. Students complete a distribution project.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>Sportscarerconsulting.com (paid site)</p> <p>Resources @ MCCE:</p> <p>BE DVD ROM 80 - Cappuccino Trail: The Global Economy in a Cup Films for the Humanities and Sciences PRINCETON, NJ, FILMS FOR THE HUMANITIES AND SCIENCES, 2002. DVD ROM — A 150-pound bag of coffee beans might earn a farmer \$50; the "street value" of that same bag 10,000 cups of coffee is around \$20,000. By following the trail of two coffee beans grown in the Peruvian Andes, this program takes a unique look at the ubiquitous stimulant which, after oil, is the most globally traded commodity. One of the beans takes the route of the open market where its price is determined by commodities traders and analysts, such as Merrill Lynch's Judy Gaines, the industry oracle who discusses the markets volatility. The other bean finds its way into Cafe Direct, a new gourmet coffee launched in Britain by a company dedicated to paying fair prices to farmers for their high-quality organic crop. 50 minutes.</p> <p>MCE CD ROM 20 - Economic Utilities CEV Multimedia LUBBOCK, TX, CEV MULTIMEDIA, 2005. Microsoft® PowerPoint® — Economic utility refers to the level of satisfaction a customer receives from using a company's product or service. This Microsoft® PowerPoint® presentation discusses how economic utility is measured, and how it factors into the various marketing efforts performed by companies. Various product categories are examined along with the marketing strategies used to help increase economic utility. 90 slides. Requirements: Adobe® Acrobat® Reader®, Win 2000/XP/Vista, MAC OSX</p>	

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AG DVD ROM 74 - From Farm To Table

Learning Seed

CHICAGO, IL, LEARNING SEED, 2007.

DVD ROM — Using a simple sausage pizza as a springboard, this program explores the diverse worlds of our most basic foodstuffs, such as vegetables and wheat. Find out where different ingredients come from; how they're grown and harvested; how they're stored, shipped, and processed; and how they finally wend their way to your local restaurant or grocery store! We talk to farmers, see how they do their jobs, and learn what initiatives have made their lives easier and what sort of issues concern them. Environmental problems, migrant workers, and irradiation are a few of the issues