

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Marketing & Advertising

Course Code: 034303

CIP Code: 52.0803

COURSE INTRODUCTION:

This is an introductory course for Banking and Financial Support Services which also operates a student bank as the implementation practicum. This course also introduces the student to personal finance, including opening and maintaining a checking account, and credit card pitfalls and proper use, a very important skill for all young adults. It is designed to familiarize the student with all aspects of a typical bank including savings, loans, operations, and audit functions. It also covers the history of banking, the organizational structure, and the operations and marketing of a student bank.

COURSE RATIONALE

Financial literacy is essential in meeting the financial challenges of the 21st Century. The course provides valuable experience in running an actual bank while learning to analyze personal financial decisions, evaluate the costs and benefits of their decisions, recognize the rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.

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<p>UNIT 5, DESCRIPTION: Marketing and advertising is a primary performance element of managers and is an essential part of operating a student bank as well. Learn the essentials on how to market and advertise the student financial services operation.</p>	<p>SUGGESTED UNIT TIMELINE: 2 weeks and throughout the school year in the bank activity</p> <p>CLASS PERIOD (min.): 50 min.</p>					
<p>ESSENTIAL QUESTIONS:</p> <ol style="list-style-type: none"> 1. How does a bank establish a relationship whereby individual students and staff realize the benefits of the products and services of the student run financial center? 2. What are the customer needs that can be met by a student bank? 3. How do you identify the target market and match the needs and wants of your audience? 4. What marketing and promotional campaigns are you familiar with for banks and other businesses and how can you translate those into our bank? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	OTHER NBEA	DOK
<p>1. Explain the components of a marketing strategy and how to develop a marketing plan.</p>					<p>ECON.V.1 ECON.V.2 ECON.V.3 MKT.I.1 MKT.I.2 MKT.I.3 MKT.II.A MKT.II.B</p>	4
<p>2. Explain and demonstrate market research, competitive sales strategies, customer service, methods of execution, public relations initiatives, media, pricing, and customer support.</p>					<p>MKT.IV.A.1 MKT.IV.A.2 MKT.IV.A.4 MKT.IV.D.1 MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4</p>	4

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3. Explain and illustrate banking cross selling efforts.				MKT.IV.D.1 MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4	3
4. Explain the Development of a desirable image and protecting that image.				MKT.IV.D.1 MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4	4
5. Facilitate the idea process of planning events and the strategies to ensure success and to encourage repeat customer traffic.				MKT.IV.D.1 MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4	4
6. Explain advertising as distinct from the marketing plan and the ways that advertising affects the customer perception and patronage.				MKT.IV.D.1 MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4	4
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>*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 #.)</p>					
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)				
1,2,3,4,5,6	<p>1. Teacher led instruction from banking text on marketing and advertising. Differentiate between marketing and advertising promotion. Introduce and explain handouts on biggest marketing blunders (examples include New Coke, Taco Bell’s long term Chihuahua theme dog while sales plummeted, Burger King’s creepy King, etc) Explain and demonstrate each component part of marketing using these examples.</p>				
1,2,3,4,5,6	<p>2. Explain and gives multiple corporate examples of each component part of marketing (market research, competitive sales strategies, customer service, methods of execution, public relations initiatives, media, pricing, and customer support) so that the students can develop their own marketing plan for the school year.</p>				

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1,2,3,4,5,6	<p>3. Supervise a brainstorming session while students define and strategize each step which will result in a marketing plan for the year. Upon completion of a marketing plan, develop advertising campaigns for each themed month or event based advertising effort. Be prepared to spend about \$300 per school year for advertising support depending upon gratis contributions from your supporting bank and community businesses. (Sources are many to include the sponsoring bank, contributing business in town with free items like movie tickets, bowling passes, sports event tickets. (Note: Often larger businesses like a bank or larger corporation will own season tickets to professional sports and will contribute a couple of their single event tickets for prize awards to the student bank)</p>
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
2,4	<p>1. Research and write about the most famous marketing and advertising blunders by companies. Discuss in a round table discussion what was wrong with each and the lessons learned.</p>
1,2,4,5,6	<p>2. Students will research and write about the essentials to a marketing plan. In groups of two or three, have the students develop ideas to present to the larger group for consideration of adoption. These will include gathering requirements, determine customer needs, competition research, and then design of the methods by which customers will be reached.</p>
1,2,4,5,6	<p>3. Students will develop a comprehensive executable marketing plan and an advertising plan to include quality flyers for the school year. Advertising materials can be completed in the month prior to the campaign but the entire marketing plan must be completed by students early in the school year.</p>
2,3,4,5,6	<p>4. Students will execute their marketing plan with promotional events and contests to support customer awareness and perception of value in having an account. Most contests will be limited to bank customers only. High profile prizes will encourage new customers and give bank employees excitement and enthusiasm for their bank. (Suggest separate contests when possible so that employees can win but not appear that the contests are loaded in favor of employee contest entrants.)</p>
<p>UNIT RESOURCES: (include internet addresses for linking) www.g-wlearning.com for Biz Kids video on marketing and advertising www.youtube.com/watch?v=QNoNGgm7Et4 (famous marketing blunders) A wide selection of advertising samples for monthly themed campaigns are provided herewith See attached files: 15 Customer Service No Nos, 8 Rules for Good Customer Service, Come Down and Visit Us –Advertising Example, Student Employee Penny Contest, NFL Football Tickets Promotion, October Promotions, Sweetheart Flyer Textbook suggestion: Banking & Financial Systems, 2013 by The Goodheart-Willcox Company, Inc.: print 139781605257785</p>	

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Textbook suggestion: Personal Finance, 2012 by Kapoor, Dlabay, Hughes - McGraw-Hill: print 139780073530697

Textbook suggestion: Banking Systems, 2nd edition 2010, Cengage Learning: eText 139781439028483, print 139780538449281

Resources @ MCE:

MCE CD ROM 30 - Advertising Techniques PowerPoint Presentation

Learning ZoneXpress

OWATONNA, MN, LEARNING ZONEXPRESS, 2006.

CD ROM — This PowerPoint presentation utilizes humor, fun graphics and excellent advertisement examples to clue students in on the 10 traditional techniques that advertisers use to sell their products. Developed to help students be wise consumers. Includes presenter's notes. Appropriate for grades 9-adult.

MCE DVD ROM 13.3 - Advertising in the Digital Age

Learning ZoneXpress

OWATONNA, MN, LEARNING ZONEXPRESS, 2012.

DVD ROM — Program features interviews with cutting-edge advertising and media professionals who give an overview of how to navigate new media marketing techniques in the digital age, including: Traditional Techniques--Review of tried and true advertising techniques; New Media, New Techniques--Advertising is a mix of new and old, and sometimes anything goes; Be in Control--Match your privacy settings to your own privacy standards. Grades 7 - Adult. 22 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 51.1 - Analyzing Media Influences

Discovery Education

SILVER SPRING, MD, DISCOVERY EDUCATION, 2006.

DVD ROM — This program explores the media's influence on the way we feel about ourselves and influence the health choices we make. Grades

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9-12. 30 minutes.

MCE VIDEO 127 - Advertising on a Shoestring

Jeff and Marc Slutsky

GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2002.

VIDEO — This video shares the secrets of getting more advertising with greater impact for less money. Don't be at the mercy of a commission earning, media sales rep. Be prepared with the tactics that those reps don't want you to know about.

MCE VIDEO 406 - Why We Buy What We Buy

Cambridge Educational

MONMOUTH JUNCTION, NJ, CAMBRIDGE EDUCATIONAL, 2002.

VIDEO — This video is part of the series, Media Interrupted. In a consumer culture, the pressure to buy can be as subtle as it is relentless. This program introduces the craft of advertising, explaining the difference between needs and wants while analyzing the power of celebrity endorsements, the psychological advantage of product placement, and other aspects of the business of steering wallets to cash registers. 18 minutes.

MCE 08.0799 F16 - Marketing Essentials

Lois Schneider Farese, Grady Kimbrell, Carl A Woloszyk

COLUMBUS, OH, GLENCOE, 2002.

BOOK — Here's a text that not only informs your students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative, real-life case studies.

MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle

Learning Seed

CHICAGO, IL, LEARNING SEED, 2009.

DVD ROM — Program presents the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit. 25 minutes.

MCE DVD ROM 60 - Introduction to Marketing

DE Visuals

SUNRISE, FL, DE VISUALS, 2008.

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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 MULTIMEDIA, 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 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 52 - Blind Spots & Biases: Hidden Forces That Shape Your Decisions

Learning Seed

CHICAGO, IL, LEARNING SEED, 2010.

DVD — This program explores five mental shortcuts, or "blind spots": Expectation, Belief, Availability, Anchors, and Imitation. Learn why optical illusions and magic tricks surprise us, and how our need to confirm our beliefs often prevent a cold. Understand how availability affects purchasing habits, how a bias can make a normal price seem like a great sale, and what causes laughter to be so contagious. 24 minutes

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MCE DVD ROM 93 - Finding Your Customers: Marketing and Advertising Your Business

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA GROUP, 2011.

DVD ROM — This program highlights ways to generate recognition for a start-up business and drive traffic to it. Viewers learn the necessity of researching a competitor’s advertising tactics, developing a marketing plan, and testing various promotional strategies. Topics include the need for targeted messaging that connects with the customer base; effective Web site building and development; networking through involvement in the community; the idea of business referral or liaising with other firms that aren’t direct competitors; and smaller-scale advertising based on repetition as an alternative to more splashy and expensive methods. 30 minutes.