

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Marketing Concepts

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 Supervised Marketing Education Employment course to support classroom instruction.

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UNIT DESCRIPTION: Students will understand foundational concepts for each marketing component		SUGGESTED UNIT TIMELINE: 2 weeks CLASS PERIOD (min.): 50 min				
ESSENTIAL QUESTIONS: 1. What is the connection between marketing and complex societal issues, events and problems? 2. How would you identify and explain the marketing mix (4 Ps of Marketing)? 3. How does a target market and a market segment play an important role in the market planning process? 4. What is a SWOT Analysis and how would it be used in the market planning process?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Create mathematical models from real- life situations				A-CED.1	Solves mathematical problems to obtain information for decision making in marketing.	4
2. Analyze and interpret complex societal issues, events, and problems				RI.11-12.4	Integrates sociological knowledge of group behavior to understand customer decision-making.	4
3. Analyze researched information and statistics				S-ID.5 RH.11-12.9	Integrates sociological knowledge of group behavior to understand customer decision-	4

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					making.	
4. Reach reasoned conclusions to identify target markets				S-ID.5 RH.11-12.9	Integrates sociological knowledge of group behavior to understand customer decision-making.	4
5. Examine social beliefs, influences, and behavior				RH.11-12.7	Integrates sociological knowledge of group behavior to understand customer decision-making.	4
6. Analyze group dynamics				RH.11-12.7	Integrates sociological knowledge of group behavior to understand customer decision-making.	4
7. Recognize factors influencing perception				RST.11-12.9	Integrates psychological knowledge to understand customer motivation.	2
8. Identify sources of attitude formation				RST.11-12.9	Integrates psychological knowledge to understand	2

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					customer motivation.	
9. Assess methods used to evaluate attitudes				RST.11-12.7	Integrates psychological knowledge to understand customer motivation.	3
10. Identify basic social and cultural groups				RH.11-12.7	Integrates psychological knowledge to understand customer motivation.	1
11. Determine behavioral patterns of social and cultural groups				RH.11-12.7	Integrates psychological knowledge to understand customer motivation.	2
12. Analyze effects of others on individual behavior				RH.11-12.7	Integrates psychological knowledge to understand customer motivation.	4
13. Recognize factors affecting personality				RH.11-12.3	Integrates psychological knowledge to understand customer motivation.	1

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14. Investigate factors affecting purchasing decisions				RH.11-12.3	Integrates psychological knowledge to understand customer motivation.	3
15. Recognize cues to basic drives/motives				RH.11-12.3	Integrates psychological knowledge to understand customer motivation.	1
16. Explain customer/client/business buying behavior				RH.11-12.3	Integrates psychological knowledge to understand customer motivation.	2
17. Discuss actions employees can take to achieve the company's desired results				RH.11-12.2	Integrates psychological knowledge to understand customer motivation.	2
18. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)				RH.11-12.2	Integrates psychological knowledge to understand customer motivation.	4
19. Explain marketing and its importance in a global economy				RH.11-12.4	Understands the tools, techniques, and systems that	3

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					businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.	
20. Describe marketing functions and related activities				RH.11-12.4	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.	2
21. Explain the concept of marketing strategies				RST.11-12.2	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
22. Explain the concept of market and market identification				RST.11-12.2	Understands the concepts and strategies utilized to	2

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					determine and target marketing strategies to a select audience.	
23. Identify market segments				RST.11-12.2	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	1
24. Select target market				RST.11-12.4	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
25. Explain the nature of marketing planning				RST.11-12.2	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
26. Conduct SWOT analysis for use in the marketing planning process				RST.11-12.8	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	4

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27. Develop marketing plan (including set marketing goals and objectives and set a marketing budget)				RST.11-12.3	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	3
28. Identify ways to segment markets for marketing communications				RST.11-12.3	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	3
29. Describe the nature of target marketing in marketing communications				RST.11-12.3	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	3
30. Describe current issues/trends in marketing communications				RH.11-12.4	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
31. Develop customer/client profile				RH.11-12.7	Understands the concepts and strategies utilized to determine and target marketing	2

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					strategies to a select audience.	
32. Profile target customer				RH.11-12.7	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
33. Determine market needs				RH.11-12.7	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	2
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.) DECA BMA Market Research Formative & Summative Assessments Business Plan Grading Rubric *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)					
1-24	1. Present 4 Ps of Marketing. Start with discussing Marketing A-Z. Use focus activities/bell ringers to introduce importance of marketing in today's society.					
1-24	2. Present a Market research role play for student participation.					
1	3. Present a variety of mathematical computations with the point of sale system in the school store, math worksheets, play money drawers.					
1-33	4. Instructor will model a business/marketing plan.					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
1-24	1. Students will listen to presentation of Marketing Mix and fill out worksheets.					

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1-24	2. Students will prepare and participate in a market research role play.
1	3. Students will calculate basic math with a variety of tools (cash register, point of sale system, play money, worksheets, etc).
1-33	4. Students will create a business/marketing plan and give a presentation, including a SWOT Analysis.
<p>UNIT RESOURCES: (include internet addresses for linking) Glencoe Marketing Essentials Text School Store Operation Text (DECA, Inc) www.deca.org http://marketingteacher.com/lesson-store/exercise-swot.html 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.</p> <p>MCE 11.0113 MERC2 - Product/Service Management 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. Includes Building Your Business's Brand, www Site Maintenance, Grades and Standards, It's a Brand, Brand, Brand World, and Customer Service Supersized.</p> <p>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.</p> <p>MCE CD ROM 2 - Marketing: The Standard Deviants Core Curriculum - Teacher's Guide</p>	

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Films for the Humanities & Sciences

NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2000.

CD ROM — Teacher's guide on the subject of marketing to accompany "Marketing: The Standard Deviants - Core Curriculum - Teacher's Guide" Book.

MCE VIDEO 308 - Marketing Research and Information: Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2001.

VIDEO — Provides information on how to gather consumer data. Approaches to gathering information such as surveys, interviews, and experiments. 9 minutes

MCE DVD ROM 70 - Meet The Judge

Custom Resources, LLC

CLINTON, MO, CUSTOM RESOURCES, LLC, 2007.

DVD ROM — Students share how they prepared for competitive events. What it was like to meet the judge, and how they got to national-level competition. Features district, state, and national competitors, and judges of all types of student organizations. 30 minutes.

MCE 13.1310 L12 - Michael Jordan and the New Global Capitalism

Walter Lafeber

NEW YORK, NY, WW NORTON & COMPANY INC, 2002.

BOOK — This book looks at the ways that triumphant capitalism, coupled with high-tech telecommunications, is conquering the nations, of the world, one mind - one pair of feet - at a time.

MCE DVD ROM 5 - The Video Game: Past, Present, and Future

Films for the Humanities & Sciences

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

DVD ROM — From Pong and Donkey Kong to Final Fantasy and Tomb Raider, this program traces the remarkable history of video games by studying the companies, technologies, and economics that are fueling the industry in Japan, the U.S., and France. It also seeks to understand the driving force behind the video game's phenomenal cultural penetration while offering insights into the rigorous development and aggressive multichannel marketing of games and game consoles. The inevitable convergence of the video game and film industries and the impact of the Internet as a global gaming environment are also considered. 57 minutes

MCE DVD ROM 82 - Colonel Sanders: America's Chicken King

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A&E Television Network

NEW YORK, NY, A&E TELEVISION NETWORK, 1998.

DVD ROM — Growth of a fast food chain using fried chicken as the main item. Colonel Sanders started this business at age sixty-five. 50 minutes.

MCE DVD ROM 83 - Howard Schultz and Starbucks

A&E Television Network

NEW YORK, NY, A&E TELEVISION NETWORK, 2007.

DVD ROM — Program profiles the visionary businessman who foresaw a global empire in a cup of joe. Howard Schultz's coffee empire is one of the most recognizable brands in the world. 50 minutes.

MCE DVD ROM 84 - Calvin Klein: A Stylish Obsession

A&E Television Network

NEW YORK, NY, A&E TELEVISION NETWORK, 1998.

DVD ROM — This program follows Klein from his 7th Avenue store, opened when he was 26, to the top of an international empire. Hear how a buyer for Bonwit Teller "discovered" him and his designs became an instant hit in the fashionable store. 50 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 CD ROM 20 - Economic Utilities

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2005.

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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

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 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.