

# **Introduction to Marketing**

**Grade 10, 11, or 12**

**Prerequisite: None**

## **ABSTRACT**

The Marketing I course is designed to meet the needs of students who have entered or are

preparing to enter an occupation requiring competencies in marketing functions, including

finance, market research, sales, and promotions. Marketing education addresses areas of

merchandising, publicity, advertising, and provides experiences in the selling process.

Benchmark assessments are employed to track individual student progress.

Month/ Marking Period	September	October	November	December	January
2009 New Jersey Core Curriculum Content Standards (NJCCCS)*	9.2.12.A.1-2, 9.2.12.A.5	9.2.12.C.7, 9.2.12.E.3-4	6.1.12.C.9.c, 9.2.12.A.8, 9.2.12.C.7	9.2.12.A.8, 9.2.12.C.7	9.2.12.E.3-4
Essential Question:	Why is training in marketing techniques valuable for future careers?	How are products presented to persuade purchases?	How does a marketing company motivate its salespeople?	How may a selling display appeal to various customers?	What role does publicity play in communication?
Content:	Marketing is All Around Us	Basic Marketing Concepts	Promotions	Visual Merchandising	Publicity and Public Relations
Skills and Topics:	<ul style="list-style-type: none"> <li>define marketing and provide examples</li> <li>identify the major functions of marketing</li> <li>identify and apply the four P's of the marketing mix to any legal or age-appropriate product (e.g., product, place, price, promotion)</li> <li>identify the major economic utilities related to marketing</li> <li>analyze the benefits of marketing from both business and consumer perspectives</li> <li>discuss the reasons for studying marketing</li> <li>review computation skills</li> <li>describe the trend in future employment opportunities for those trained in marketing as job markets change</li> </ul>	<ul style="list-style-type: none"> <li>state and apply the marketing concept to different businesses</li> <li>distinguish customer behavior from consumer behavior</li> <li>describe what constitutes value for customers (purchasers) and consumers (users)</li> <li>evaluate the characteristics of different markets</li> <li>suggest at least two basic ways to identify a business' potential customers and products</li> <li>research a customer profile for a particular product or service</li> <li>describe some of the ways a market may be segmented</li> </ul>	<ul style="list-style-type: none"> <li>list the roles of product promotions</li> <li>research marketing venues and locations</li> <li>describe features and benefits, sales features and benefits, locations, sales advertisements, customer service, and new product information pertinent to promotions</li> <li>distinguish between advertising and publicity</li> <li>compare and contrast categories of promotions: <ul style="list-style-type: none"> <li>trade</li> <li>premier coupon</li> <li>incentive customer action required</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>list key marketing elements appropriate for various storefronts (e.g., entrances, marquees, open and closed displays, selling spaces, store lay-outs, window displays)</li> <li>explain how exterior features contribute to a store's image</li> <li>identify business spaces of interest to marketers (e.g., personnel, selling, customer service, merchandise space)</li> <li>list the various kinds of displays</li> <li>describe the steps used in designing and preparing displays</li> <li>describe the various artistic considerations involved in display preparation</li> </ul>	<ul style="list-style-type: none"> <li>research public relations careers</li> <li>identify the audience for public relations</li> <li>list the three parties in the audience who benefit and participate in public relations and their roles</li> <li>delineate the responsibilities of the public relations specialist</li> <li>identify the components of a properly-formatted press release</li> <li>explore the various methods of releasing information to the public</li> </ul>

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Skills and Topics:	<ul style="list-style-type: none"> <li>research, record, analyze, and report on career opportunities in marketing</li> <li>list and evaluate the tiers of marketing strain in society (e.g., telemarketers, collection agencies, price versus quality)</li> <li>define ethics and suggest how marketers make ethical choices</li> </ul>	<ul style="list-style-type: none"> <li>research demographics, psychographics, geographics, and product benefits</li> <li>explain how to construct a customer profile</li> <li>define positioning and illustrate its use (e.g., competition based on price, quality, or both)</li> </ul>	<ul style="list-style-type: none"> <li>distinguish between starting allowances (e.g., eye-level positioning on shelves) and buying allowance (e.g., tiered pricing)</li> <li>compare consumer promotions with trade promotions</li> <li>discuss the benefits of trade show conventions</li> <li>evaluate sales incentives (e.g., bonuses based on sales)</li> <li>analyze how command and market economies address basic economic concerns</li> <li>explain how to motivate employees through a system of rewards</li> <li>explain the characteristics of sales promotion and personal selling</li> </ul>	<ul style="list-style-type: none"> <li>list some of the ways that business activities have impacted the environment</li> <li>incorporate all marketing aspects into a model project</li> <li>define visual merchandising aspects and distinguish from planogram of displays</li> <li>summarize the proper procedures for maintaining and dismantling displays</li> </ul>	
Integration of Technology:	<a href="http://www.mogster.com">www.mogster.com</a> , <a href="http://www.careerbuilder.com">www.careerbuilder.com</a> , Internet, Web Quizzes, wireless laptop computers, SMART Boards, virtual business software applications, podcasting, video streaming				
Writing:	Open-ended responses, conclusions and analysis of exploratory activities				
Formative Assessments:	Projects: career opportunities, customer profile, use of positioning techniques to evaluate sample current business markets (e.g., iPod), marketing model, press releases. Warm-up activities, exploratory activities, class discussion, student participation, classroom binders, scoring rubric, benchmark assessments				

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Summative Assessments:	Quizzes, tests, projects, authentic assessments, midterm examination, benchmark assessments				
Performance Assessments:	Authentic assessments				
Interdisciplinary Connections:	*ELA: RST 1-10, WHST 1-2, WHST 4-10, L 1-3, L 6, SL 1-6 *Mathematics: NQ 1-3, A-SSE 1-2, A-CED 1-4, A-REI 1-3 Science: 5.1.12.A.2-3, 5.1.12.B.2, 5.1.12.C.2, 5.1.12.D.1 Arts: The elements of design are incorporated into the creation of authentic assessments. Technology: 8.1A1-3, 8.1B1 World Language: 7.1.AL.A.3 21 <sup>st</sup> Century Life/Careers: 9.1A1-4, 9.1B1-3				
21 <sup>st</sup> Century Themes:	<input checked="" type="checkbox"/> Global Awareness <input checked="" type="checkbox"/> Civic Literacy <input checked="" type="checkbox"/> Financial, Economic, Business, and Entrepreneurial Literacy <input type="checkbox"/> Health Literacy				
21 <sup>st</sup> Century Skills:	<input checked="" type="checkbox"/> Creativity and Innovation <input checked="" type="checkbox"/> Media Literacy <input checked="" type="checkbox"/> Critical Thinking and Problem Solving <input checked="" type="checkbox"/> Life and Career Skills <input checked="" type="checkbox"/> Information and Communication Technologies Literacy <input checked="" type="checkbox"/> Communication and Collaboration <input checked="" type="checkbox"/> Information Literacy				
Resources:	Farese, L., Kimbrell, G. & Woloszyk, C. (1997). <i>Marketing Essentials</i> , Second Edition. New York, NY: Glencoe, McGraw-Hill.				
Careers:	Applicable career options are discussed as they arise throughout the business education program. Career options include, but are not limited to, the following career clusters: Agriculture, Food, and Natural Resources Career Cluster; Architecture and Construction Career Cluster; Arts, A/V Technology, and Communications Career Cluster; Business, Management, and Administration Career Cluster; Finance Career Cluster; Government and Public Administration Career Cluster; Health Science Career Cluster; Hospitality and Tourism Career Cluster; Human Services Career Cluster; Information Technology Career Cluster; Manufacturing Career Cluster; Marketing Career Cluster; Transportation, Distribution, and Logistics Career Cluster.				

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EL: Reading Literature	N: Real Number System
RI: Reading Informational Text	A: Algebra
W: Writing	F: Functions
SL: Speaking and Listening	G: Geometry
L: Language	S: Statistics and Probability
	MD: Measurement and Data

Month/ Marking Period	February	March	April	May	June
2009 New Jersey Core Curriculum Content Standards (NJCCCS)*	9.2.12.E.3	1.1.12.D.1, 1.4.12.B.1	9.2.12.E.3	9.2.12.E.3	9.2.12.E.3
Essential Question:	What determines the best type of media to convey product characteristics?	What are the characteristics that enhance printed advertisements?	Why is it important to a business that its salespeople help customers make satisfying buying decisions?	What skills are necessary to close a sale?	How may a product be marketed?
Content:	Advertising Media	Preparing Print Advertisements	The Nature of Selling	The Sales Process	Capstone Portfolio
Skills and Topics:	<ul style="list-style-type: none"> <li>define the purpose of advertising</li> <li>analyze the various types of media (e.g., broadcast, print)</li> <li>evaluate the cost of advertisement</li> <li>compare advantages and disadvantages of various types of media</li> <li>describe how various media rates are set</li> <li>distinguish between promotional and institutional advertising</li> <li>explain how selling skills can be helpful in careers other than sales</li> <li>distinguish among different types of sales positions</li> </ul>	<ul style="list-style-type: none"> <li>describe the steps of advertisement development</li> <li>create advertising headlines</li> <li>prepare advertising copies</li> <li>create advertising illustrations</li> <li>explain the significance of a signature (e.g., logo)</li> <li>explain the importance of advertising layout</li> <li>analyze the advantages and disadvantages of using color in advertising</li> <li>describe how typefaces and type sizes can be changed to add variety and emphasis to print advertisements</li> </ul>	<ul style="list-style-type: none"> <li>identify the characteristics of effective salespeople</li> <li>trace the evolution of good salespeople through training</li> <li>delineate the components of sales (e.g., sales process, determining needs, product presentation, handling customers, closing the sale)</li> <li>discuss how customers make buying decisions</li> <li>explain how salespeople find customers</li> </ul>	<ul style="list-style-type: none"> <li>use visual media to present a sales promotion to an audience</li> <li>describe the major phases of a product's life cycle</li> <li>explain feature benefit selling</li> <li>identify sources of product information</li> </ul>	<ul style="list-style-type: none"> <li>identify applicable skills acquired and synthesize the learning into a marketable representation of a good or service</li> <li>make a professional presentation of a sales pitch</li> <li>pre-approach: product and customers</li> <li>use approach: display, customers, closing the sale, follow-up</li> <li>explore approach methods retail salespeople use: observe, listen, question</li> <li>state the appropriate applications to determine customer needs</li> <li>use a rubric to critique sales pitches of peers</li> </ul>

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Skills and Topics:		• explain how to check advertising proofs			
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## Marketing I Course Requirements

**Grade:** 10, 11, or 12 **Prerequisite:** None

### Course Description

The Marketing I course is designed to meet the needs of students who have entered or are preparing to enter an occupation requiring competencies in marketing functions, including finance, market research, sales, and promotions. Marketing education addresses areas of merchandising, publicity, advertising, and provides experiences in the selling process.

Benchmark assessments are employed to track individual student progress.

### Course Content

This course will consist of the following units of study:

- Marketing it All

- Basic Marketing concepts
- Promotions
- Visual Merchandising
- Publicity and Public Relations
- Advertising Media
- Preparing Print Advertisements
- The Nature of Selling
- The Sales Process

### **Course Objectives**

The student will demonstrate the ability to answer in detail the following essential questions:

- Why is training in marketing techniques valuable for future careers?
- How are products presented to persuade purchases?
- How does a marketing company motivate its salespeople?
- How may a selling display appeal to various customers?
- What role does publicity play in communication?
- What determines the best types of media to convey product characteristics?
- What are the characteristics that enhance printed advertisements?
- Why is it important to a business that its salespeople help customers make satisfying buying decisions?