

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Branding and Consumer Behavior

Course Code: 040009 CIP Code: 52.1401

COURSE INTRODUCTION:

An instructional program for students who are interested in a career in the field of advertising and promotion. Instruction will prepare students to understand basic marketing principles, consumer behavior, and the ability to identify the target market. Students will examine different advertising and promotional methods. Specific skills will help students to create, produce, and effectively evaluate different advertising and promotional strategies.

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<p>UNIT DESCRIPTION:</p> <p>Students will understand importance of brand image and consumer behavior used in advertising and promotion.</p>		<p>SUGGESTED UNIT TIMELINE: 4 WEEKS</p> <p>CLASS PERIOD (min.): 50 MINUTES</p>				
<p>ESSENTIAL QUESTIONS:</p> <ol style="list-style-type: none"> 1. How does branding affect the consumer’s perception of a business’ image? 2. What are some factors that affect a consumer’s behavior? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
<ol style="list-style-type: none"> 1. Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand loyalty, brand preference, private/store brand, licensing, and consumer behavior. 				RST.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

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<p>2. Explain how branding helps consumer and marketers differentiate products.</p>				RST.11-12.7	<p>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities</p>	2
<p>3. Explain the factors that affect consumer behavior.</p>				RI.11-12.1	<p>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities</p>	2
<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>						

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<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	1. Instructor will discuss the terms associated with branding and consumer behavior.
2	2. Instructor will present different strategies of branding.
3	3. Instructor will provide multiple factors of consumer behavior.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1	1. Students will complete branding worksheet
2	2. Students will analyze advertisements according to advertising strategies.
3	3. Students will analyze consumer behavior in regards to various business situations.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>South-Western Advertising Text (Townesley, Maria. 2001)</p> <p>Missouri Marketing Listserve-Resources for Marketing Activities</p> <p>Brand Recall Worksheet</p> <p>Memorable Slogans Handout</p> <p>Product Planning Handout</p> <p>Branding in Ads Handout</p> <p>Product Placement Project</p>	

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Resources @ MCCE:

MCE DVD ROM 18 -Branded: Personal Identity Through Consumer Products - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. 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 17 - In Brands We Trust - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. 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 3 - Branding: Relationship Marketing - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. 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 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 VIDEO 300 - Branded: Personal Identity Through Consumer Products - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2000. Takes a look at the philosophy of branding. Explains the theory of branding and its evolution in the global marketplace. How branding has come to define identity, lifestyle and also as a concept. 42 minutes