

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Market ID and Creativity

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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<b>UNIT DESCRIPTION:</b>  Students will understand the concept of market identification and creativity in the promotional industry.		<b>SUGGESTED UNIT TIMELINE: 4 WEEKS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>				
<b>ESSENTIAL QUESTIONS:</b> <ol style="list-style-type: none"> <li>1. How would you identify a business' target market?</li> <li>2. What types of market research can be applied for different businesses?</li> <li>3. How can you apply creativity to business situations?</li> </ol>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Identify market segmentation in terms of: demographic, geographic, psychographic and behavioral (product benefits)				RST.11-12.1	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	<b>2</b>
2. Explain why the use of marketing segments is increasing				RST.11-12.8	Understands the concepts and strategies	<b>3</b>

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					utilized to determine and target marketing strategies to a select audience.	
3. Identify and understand the different types of market research				RST.11-12.7	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	<b>2</b>
4. Understand the concept of creativity.				RI.11-12.3	Understands the principles and tools utilized to determine and to target marketing	<b>3</b>

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					strategies to a select audience.	
5. Explain how creativity can be applied to situations to solve problems and cut costs.				RI.11-12.7	Understands the principles and tools utilized to determine and to target marketing strategies to a select audience.	<b>2</b>
6. Describe ways in which employees can demonstrate creativity on the job.				RI.11-12.3	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>3</b>
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p>  <p><b>*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 #.)</b></p>						

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<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1	1. Instructor will discuss and present the four categories of market segmentation.
1, 2	2. Instructor will discuss and give examples of how and why marketing segments are increasing.
3-6	3. Instructor will discuss and present the different types of marketing research available and why a business would choose type of research over another. Instructor will demonstrate creativity with different types of marketing research and ways employees can be creative on the job.
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1	1. Students will identify market segments with a worksheet.
1, 2	2. Students will create a survey and conduct the survey in class to identify market segments.
3-6	3. Students will solve business related problems, cut costs, and demonstrate creativity on the job in a group activity.
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>South-Western Advertising Text (Townasley, Maria. 2001)</b></p> <p><b>Missouri Marketing Listserve-Resources for Marketing Activities</b></p> <p><b>MCE DVD ROM 7 - Focus Groups: Targeting the Market</b> - <i>Films for the Humanities &amp; Sciences</i>. Focus groups are key to an effective advertising campaign and market dominance. A good focus group can reveal to a company who its real customers are, what they think, and--most important of all--whether they will buy its product or its competitor's instead. This concise program looks at how one company, Happy Planet, ran focus groups to discover what its target market thought of its product and then applied the information to restructure its advertising campaign and revamp the product. 9 minutes. Princeton, NJ, Films for the Humanities &amp; Sciences, 2004.</p> <p><b>MCE DVD ROM 22 - The Persuaders</b> - <i>WGBH Educational Foundation</i>. 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. Alexandria, VA, PBS Home Video, 2004.</p>	

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**MCE DVD ROM 37.1 - The New Age of Walmart** - *Films Media Group, NEW YORK, NY, FILMS MEDIA GROUP, 2009*. This CNBC report describes Walmart's realization that it was losing 8 percent of its customers due to bad publicity—and how it undertook an extreme makeover of its image and stores. Also explored in the video: political currents running counter to Walmart's low-cost business model, the retailer's growing presence in China, and the controversy over its ongoing U.S. expansion—which some communities have forestalled or even prohibited.

**MCE DVD ROM 21 - Supply and Demand: Christmas, A Case Study** - *Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004*. In the industrialized world, Christmas means megabucks to the businesses that can create a fad or spot a trend. Filmed from a U.K. perspective, this program illustrates the annual scramble of key holiday-related industries--toys, video games, music CDs, luxury items, Christmas trees, and holiday foods--to catch the seasonal wave and ride it to high profits. But which products within each category will capture shoppers' attention? The dynamics of--and glitches in--the global supply and demand cycle are thoroughly covered, factoring in the effects of brands, product licensing, advertising, research and development, and offshore manufacturing. 50 minutes.

**Target Market and Customer Profile Worksheet**

**Target Marketing with Restaurants Worksheet**

**Green Supreme Handout**

**Class Segmentation Handout**

**Can You Segment Handout**