

DESE Model Curriculum: Business Management (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Define Elements of Marketing

COURSE INTRODUCTION		
<p>An instructional program that generally describes the planning, organizing and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions, and decision making.</p> <p>Business management prepares students for administrative and management occupations. Students learn to make decisions based on data, develop leadership skills, and select appropriate management styles for varying employment situations. Not only is this area of study vital to the development of all business students, it also provides skills and knowledge that can be used effectively on many occasions when professional management skills are needed.</p> <p>This course is designed to help students develop an understanding of skills and resources needed to manage a business. Instruction includes a general overview of American business, forms of business ownership, personnel management, labor-management relations, public and human relations, taxation, and government regulations. The use of computers and software as tools in making business decisions in areas such as accounting, sales analysis, and inventory control is also introduced.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn the fundamental marketing processes.	2 weeks	
	CLASS PERIOD (min.)	
	50 min.	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How are new technologies changing marketing? Why is a marketing plan essential? What are the advantages of marketing your product globally? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	MBA Research Standards	DOK
1. Analyze the importance of marketing and its role in business	<ol style="list-style-type: none"> Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department. 	4
2. Describe the marketing mix elements	<ol style="list-style-type: none"> Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. 	2
3. Describe integrated marketing communication (e.g. promotion, advertising, public relations)	<ol style="list-style-type: none"> Understands the concepts, strategies, and systems used to obtain and convey ideas and information. 	2

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	<ol style="list-style-type: none"> 2. Understands the techniques and strategies used to foster positive, ongoing relationships with customers. 3. Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others. 	
4. Describe distribution channels	<ol style="list-style-type: none"> 1. Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. 	2
5. Describe pricing strategies	<ol style="list-style-type: none"> 1. Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. 	2
6. Describe product mix and product life cycle	<ol style="list-style-type: none"> 1. Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. 	2
7. Analyze the importance of marketing in a global economy	<ol style="list-style-type: none"> 1. Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. 2. Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department. 3. Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. 	4
ASSESSMENT DESCRIPTIONS		
Marketing Mix Rubric (Formative or Summative)		
OBJ. #	INSTRUCTIONAL STRATEGIES	
1-6	1. Lecture on Marketing Basics.	
1-6	2. Student research, independent learning	
7	3. Student research, independent learning	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1-6	1. Students will take notes about Marketing Basics to learn how to apply these to businesses.	
1-6	2. The student will research failed businesses and determine why the business failed. The student will recreate the marketing mix for the failed business – what could the business have done differently.	
7	3. The student will plan a business trip for their above business to a differently country. The goal of the business trip is to determine the appropriateness of their product in the global economy.	
UNIT RESOURCES		
n/a		