

**DESE Model Curriculum**

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

Course Code: 040005/034301

CIP Code: 52.0701/52.0101

**COURSE INTRODUCTION:**

**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.**

**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.**

**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.**

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<b>UNIT DESCRIPTION:</b> Students will learn the fundamental marketing processes.		<b>SUGGESTED UNIT TIMELINE: 2 WEEKS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>			
<b>ESSENTIAL QUESTIONS:</b>  1. How are new technologies changing marketing? 2. Why is a marketing plan essential? 3. What are the advantages of marketing your product globally?					
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
		National Business Education Standards	CCSS	MBA Research Standards	DOK
1. Analyze the importance of marketing and its role in business		Marketing I.1.1	RI.11-12.1 RI.11-12.2 RI.11-12.3 RI.11-12.5 RST.11-12.9 SL.11-12.1.a SL.11-12.4 L.11-12.1 L.11-12.3 L.11-12.5 L.11-12.6	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	4

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				organization/department.	
2. Describe the marketing mix elements		<b>Marketing I.3.2</b>	SL.11-12.1.a SL.11-12.4 L.11-12.1 L.11-12.3 L.11-12.5 L.11-12.6	<p><b>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.</b></p> <p><b>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.</b></p>	<b>2</b>
3. Describe integrated marketing communication (e.g. promotion, advertising, public relations)		<b>Marketing IV.D.1.1.1 Marketing IV.D.2.2.1 Marketing IV.D.3.3.1</b>	SL.11-12.1.a SL.11-12.4 L.11-12.1 L.11-12.3 L.11-12.5 L.11-12.6	<p><b>Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b></p> <p><b>Understands the techniques and strategies used to foster positive, ongoing relationships with customers.</b></p> <p><b>Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.</b></p>	<b>2</b>

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4. Describe distribution channels		<b>Marketing IV.B.1.1</b>  <b>Marketing IV.B.2.1</b>	<b>SL.11-12.1.a</b> <b>SL.11-12.4</b> <b>L.11-12.1</b> <b>L.11-12.3</b> <b>L.11-12.5</b> <b>L.11-12.6</b>	<b>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b>	<b>2</b>
5. Describe pricing strategies		<b>Marketing IV.C.2.1</b>	<b>SL.11-12.1.a</b> <b>SL.11-12.4</b> <b>L.11-12.1</b> <b>L.11-12.3</b> <b>L.11-12.5</b> <b>L.11-12.6</b> <b>A-APR.1</b> <b>A-APR.7</b> <b>F-IF.8.a</b> <b>S-IC.1</b> <b>S-IC.2</b> <b>N-Q.1</b> <b>N-Q.2</b> <b>N-Q.3</b>	<b>Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</b>	<b>2</b>
6. Describe product mix and product life cycle		<b>Marketing IV.A.5.3.1</b>  <b>Marketing IV.A.7.3.1</b>	<b>SL.11-12.1.a</b> <b>SL.11-12.4</b> <b>L.11-12.1</b> <b>L.11-12.3</b> <b>L.11-12.5</b> <b>L.11-12.6</b>	<b>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.</b>	<b>2</b>
7. Analyze the importance of marketing in a global economy		<b>Marketing I.3.4</b>	<b>RI.11-12.1</b> <b>RI.11-12.2</b> <b>RI.11-12.3</b> <b>RI.11-12.5</b> <b>RST.11-12.9</b> <b>SL.11-12.1.a</b>	<b>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational</b>	<b>4</b>

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			<p><b>SL.11-12.4</b>  <b>L.11-12.1</b>  <b>L.11-12.3</b>  <b>L.11-12.5</b>  <b>L.11-12.6</b></p>	<p><b>objectives.</b></p> <p><b>Understands tools, techniques, and systems that affect a business’s ability to plan, control, and organize an organization/department.</b></p> <p><b>Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</b></p>	
<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>Marketing Mix Rubric (Formative or Summative)</b></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>					
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)				
1, 2, 3, 4, 5, 6	1. Lecture on Marketing Basics.				
1, 2, 3, 4, 5, 6	2. Student research, independent learning				
7	3. Student research, independent learning				

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Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1, 2, 3, 4, 5, 6	1. Students will take notes about Marketing Basics to learn how to apply these to businesses.
1, 2, 3, 4, 5, 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.
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>Resources @ MCCE:</b></p> <p><b>MCE VIDEO 308 - Marketing Research and Information: Marketing: The Standard Deviants Core Curriculum</b>            Films for the Humanities &amp; Sciences            PRINCETON, NJ, FILMS FOR THE HUMANITIES &amp; SCIENCES, 2001.            VIDEO — Provides information on how to gather consumer data. Approaches to gathering information such as surveys, interviews, and experiments. 9 minutes</p> <p><b>MCE DVD ROM 49.1 - Creating Winning Social Media Strategies</b>            Stanford Executive Briefings            MILL VALLEY, CA, KANTOLA PRODUCTIONS, 2009.            DVD ROM — Citing examples from Oracle, Southwest Airlines, Walmart, Comcast, and Starbucks, Charlene Li shows how companies can use social media tools to develop more intimate and beneficial relationships with customers.</p> <p><b>MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle</b>            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.</p>	

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**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.

**MCE DVD ROM 17 - In Brands We Trust**

Films for the Humanities &amp; Sciences

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

DVD ROM — 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 &amp; Sciences

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

DVD ROM — 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 124 - World Famous Pike Place Fish**

ACT, Inc./RMI Media

OLATHA, KS, ACT, INC./RMI MEDIA, 2003.

VIDEO — NOTE: This is not the FISH! movie distributed by Charthouse Learning. Located in Seattle's sprawling Farmer's Market, World Famous Pike Place Fish is known for a number of things; their variety of fresh seafood, from 15 pound salmon to 2 ounce scallops, their great prices, and their friendly service. Most of all, they're known for their flying fish. See how this small fish vendor became internationally famous.

**MCE VIDEO 298 - Packaging: The Science of Temptation**

Learning Seed

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LAKE ZURICH, IL, LEARNING SEED, 2001.

VIDEO — Many different things contribute to packaging; words, shape, color, size and more. Every package is a Trojan horse hiding an army of motivators, persuaders and decision makers. Packages are so commonplace we fail to realize their immense impact. 20 minutes

### **MCE VIDEO 300 - Branded: Personal Identity Through Consumer Products**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2000.

VIDEO — 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

### **MCE VIDEO 304 - The Four P's, Part I: Product and Pricing- Marketing: The Standard Deviants Core Curriculum**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 1999.

VIDEO — Focuses on product and price. Discusses classification of consumer products. Examines pricing strategies like skim, penetration, cost-based, and others. 16 minutes

### **MCE VIDEO 305 - The Four P's, Part 2: Place and Promotion- Marketing: The Standard Deviants Core Curriculum**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 1999.

VIDEO — Concentrates on distribution and promotion of products and services. Describes the objectives of promotion. Explains how promotion can provide information, increase demand, stabilize sales and more. 15 minutes

### **BE 10.0102 B577 - Focus: Globalization**

William Bosshardt, David Hummels, Bonnie T. Meszaros, Sandra J. Odorzynski, Phillip J. VanFossen, Michael Watts

NEW YORK, NY, NATIONAL COUNCIL ON ECONOMIC EDUCATION, 2006.

BOOK — Overview to help teachers grasp the concepts underlying the debates surrounding globalization. Provides 12 classroom-ready lessons to help students apply economic understanding to real-world situations.

### **BE 10.0102 L951 - Focus: International Economics**

Gerald J. Lynch, Michael W. Watts, Donald R. Wentworth, Harlan Day, Jane Lopus, Charles Noussair, Caryn Kikta, Daniel Vazzanna

NEW YORK, NY, NATIONAL COUNCIL ON ECONOMIC EDUCATION, 1998.

BOOK — Examines basic concepts and issues in international economics. 20 lessons organized around several major content themes: international economics; global production and competition; exchange rates and issues in international finance; free trade vs. protectionism;

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international economic development; and, economic systems.

**BE DVD ROM 80 - Cappuccino Trail: The Global Economy in a Cup**

Films for the Humanities and Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES AND SCIENCES, 2002.

DVD ROM — A 150-pound bag of coffee beans might earn a farmer \$50; the "street value" of that same bag 10,000 cups of coffee is around \$20,000. By following the trail of two coffee beans grown in the Peruvian Andes, this program takes a unique look at the ubiquitous stimulant which, after oil, is the most globally traded commodity. One of the beans takes the route of the open market where its price is determined by commodities traders and analysts, such as Merrill Lynch's Judy Gaines, the industry oracle who discusses the markets volatility. The other bean finds its way into Cafe Direct, a new gourmet coffee launched in Britain by a company dedicated to paying fair prices to farmers for their high-quality organic crop. 50 minutes.

**BE VIDEO 155 - Global Marketplace**

Art & Design Television Networks

NEW YORK, NY, A&E TELEVISION NETWORKS, 2001.

VIDEO — The downfall of communism and the end of the Cold War provided an atmosphere for a booming world economy. The removal of former barriers heightened global awareness. It also brought age-old ethnic wars to public attention. Is our nation obligated to defend the countries we do business with? This video documents a whole new genre of ethics for a new era. 50 minutes.

**BE VIDEO 38 - International Trade**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2001.

VIDEO — This video series is an excellent resource for economics. It presents snapshots of the topics that include clear definitions, distinguishing differences, relevant backgrounds, and overall summaries. This fast-paced series will help answer some of the basic questions students have about economics in an easy-to-understand way.