

DESE Model Curriculum: Business Finance (CIP Code: 52.0803)

GRADE LEVEL/UNIT TITLE: 11-12/Marketing & Advertising

COURSE INTRODUCTION				
<p>This is an introductory course for Banking and Financial Support Services which also operates a student bank as the implementation practicum. This course also introduces the student to personal finance, including opening and maintaining a checking account, and credit card pitfalls and proper use, a very important skill for all young adults. It is designed to familiarize the student with all aspects of a typical bank including savings, loans, operations, and audit functions. It also covers the history of banking, the organizational structure, and the operations and marketing of a student bank.</p> <p>Course rationale: Financial literacy is essential in meeting the financial challenges of the 21st Century. The course provides valuable experience in running an actual bank while learning to analyze personal financial decisions, evaluate the costs and benefits of their decisions, recognize the rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.</p>				
UNIT DESCRIPTION		SUGGESTED UNIT TIMELINE		
Marketing and advertising is a primary performance element of managers and is an essential part of operating a student bank as well. Learn the essentials on how to market and advertise the student financial services operation.		2 weeks and throughout the school year in the bank activity		
		CLASS PERIOD (min.)		
		50 min.		
ESSENTIAL QUESTIONS				
1. How does a bank establish a relationship whereby individual students and staff realize the benefits of the products and services of the student run financial center? 2. What are the customer needs that can be met by a student bank? 3. How do you identify the target market and match the needs and wants of your audience? 4. What marketing and promotional campaigns are you familiar with for banks and other businesses and how can you translate those into our bank?				
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		NBEA STANDARD		DOK
1. Explain the components of a marketing strategy and how to develop a marketing plan.		ECON.V.1 ECON.V.2 ECON.V.3 MKT.I.1	MKT.I.2 MKT.I.3 MKT.II.A MKT.II.B	4
2. Explain and demonstrate market research, competitive sales strategies, customer service, methods of execution, public relations initiatives, media, pricing, and customer support.		MKT.IV.A.1 MKT.IV.A.2 MKT.IV.A.4 MKT.IV.D.1	MKT.IV.D.2 MKT.IV.D.3 MKT.IV.D.4	4
3. Explain and illustrate banking cross selling efforts.		MKT.IV.D.1 MKT.IV.D.2	MKT.IV.D.3 MKT.IV.D.4	3

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4.	Explain the development of a desirable image and protecting that image.	MKT.IV.D.1 MKT.IV.D.2	MKT.IV.D.3 MKT.IV.D.4	4
5.	Facilitate the idea process of planning events and the strategies to ensure success and to encourage repeat customer traffic.	MKT.IV.D.1 MKT.IV.D.2	MKT.IV.D.3 MKT.IV.D.4	4
6.	Explain advertising as distinct from the marketing plan and the ways that advertising affects the customer perception and patronage.	MKT.IV.D.1 MKT.IV.D.2	MKT.IV.D.3 MKT.IV.D.4	4
ASSESSMENT DESCRIPTIONS				
n/a				
OBJ. #	INSTRUCTIONAL STRATEGIES			
1-6	1. Teacher led instruction from banking text on marketing and advertising. Differentiate between marketing and advertising promotion. Introduce and explain handouts on biggest marketing blunders (examples include New Coke, Taco Bell's long term Chihuahua theme dog while sales plummeted, Burger King's creepy King, etc) Explain and demonstrate each component part of marketing using these examples.			
1-6	2. Explain and gives multiple corporate examples of each component part of marketing (market research, competitive sales strategies, customer service, methods of execution, public relations initiatives, media, pricing, and customer support) so that the students can develop their own marketing plan for the school year.			
1-6	3. Supervise a brainstorming session while students define and strategize each step which will result in a marketing plan for the year. Upon completion of a marketing plan, develop advertising campaigns for each themed month or event based advertising effort. Be prepared to spend about \$300 per school year for advertising support depending upon gratis contributions from your supporting bank and community businesses. (Sources are many to include the sponsoring bank, contributing business in town with free items like movie tickets, bowling passes, sports event tickets. (Note: Often larger businesses like a bank or larger corporation will own season tickets to professional sports and will contribute a couple of their single event tickets for prize awards to the student bank)			
OBJ #	INSTRUCTIONAL ACTIVITIES			
2, 4	1. Research and write about the most famous marketing and advertising blunders by companies. Discuss in a round table discussion what was wrong with each and the lessons learned.			
1, 2, 4-6	2. Students will research and write about the essentials to a marketing plan. In groups of two or three, have the students develop ideas to present to the larger group for consideration of adoption. These will include gathering requirements, determine customer needs, competition research, and then design of the methods by which customers will be reached.			
2-6	3. Students will develop a comprehensive executable marketing plan and an advertising plan to include quality flyers for the school year. Advertising materials can be completed in the month prior to the campaign but the entire marketing plan must be completed by students early in the school year.			

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2-6	4. Students will execute their marketing plan with promotional events and contests to support customer awareness and perception of value in having an account. Most contests will be limited to bank customers only. High profile prizes will encourage new customers and give bank employees excitement and enthusiasm for their bank. (Suggest separate contests when possible so that employees can win but not appear that the contests are loaded in favor of employee contest entrants.)
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UNIT RESOURCES

1. www.g-wlearning.com for Biz Kids video on marketing and advertising
2. www.youtube.com/watch?v=QNoNGgm7Et4 (famous marketing blunders)
3. A wide selection of advertising samples for monthly themed campaigns are provided herewith
4. See attached files: 15 Customer Service No Nos, 8 Rules for Good Customer Service, Come Down and Visit Us –Advertising Example, Student Employee Penny Contest, NFL Football Tickets Promotion, October Promotions, Sweetheart Flyer
5. Textbook suggestion: Banking & Financial Systems, 2013 by The Goodheart-Willcox Company, Inc.: print 139781605257785
6. Textbook suggestion: Personal Finance, 2012 by Kapoor, Dlabay, Hughes - McGraw-Hill: print 139780073530697
7. Textbook suggestion: Banking Systems, 2nd edition 2010, Cengage Learning: eText 139781439028483, print 139780538449281