

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Pricing

Course Code: **040001**

CIP Code: **52.1401**

### **COURSE INTRODUCTION:**

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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<p><b>UNIT DESCRIPTION:</b> Students will understand the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers perceptions of value.</p>		<p><b>SUGGESTED UNIT TIMELINE:</b> 1 week <b>CLASS PERIOD (min.):</b> 50 min</p>				
<p><b>ESSENTIAL QUESTIONS:</b></p> <ol style="list-style-type: none"> <li>1. What is the function of pricing and what role does it play in marketing?</li> <li>2. What are the pricing practices used in marketing communications?</li> <li>3. How would you determine the cost of a product, including breakeven, ROI, and markup?</li> </ol>						
<b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Explain the nature and scope of the pricing function				SL.9-10.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
2. Describe the role of business ethics in pricing				SL.11-12.1.b	Understands concepts and strategies utilized in determining and adjusting prices to maximize return	<b>2</b>

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					and meet customers' perceptions of value.	
3. Explain the use of technology in the pricing function				SL.9-10.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
4. Explain legal considerations for pricing				SL.11-12.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
5. Explain factors affecting pricing decisions				N-Q.2	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of	<b>2</b>

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					value.	
6. Explain pricing practices used in marketing communications				N-Q.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
7. Discuss the nature of pricing models				N-Q.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
8. Explain considerations in website pricing				N-Q.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>

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9. Set price objectives for marketing communications services				SL.11-12.2	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>3</b>
10. Select pricing strategies				F-IF.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>1</b>
11. Determine cost of product (breakeven, ROI, markup)				F-IF.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>4</b>
12. Calculate break-even point				F-IF.4	Understands concepts and strategies utilized	<b>3</b>

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					in determining and adjusting prices to maximize return and meet customers' perceptions of value.	
13. Establish pricing objectives				F-IF.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
14. Select pricing policies				F-IF.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>1</b>
15. Determine discounts and allowances that can be used to adjust base prices				A-REI.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return	<b>2</b>

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					and meet customers' perceptions of value.	
16. Set prices				A-REI.1	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>2</b>
17. Adjust prices to maximize profitability				F-IF.4	Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<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.)  <b>Unit Project rubric (summative)</b>  <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): (Teacher Methods)</b>					
1, 2, 3, 5, 6, 7, 8, 9,	<b>1. The instructor demonstrate examples of pricing activities.</b>					

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10, 11, 12, 13, 14, 15, 16, 17	
1, 2, 3, 4, 6, 8, 14, 15, 16, 17	<b>2. The instructor will explain factors, legal considerations, practices and strategies of pricing</b>
5, 7, 8, 9, 10, 11, 12, 15, 16, 17	<b>3. The instructor will perform and model pricing calculations including break even, ROI, markup, etc.</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17	<b>1. Students will participate in a variety of pricing activities and computations</b>
1, 2, 3, 4, 6, 8, 14, 15, 16, 17	<b>2. Students will complete a pricing unit project</b>
5, 7, 8, 9, 10, 11, 12, 15, 16, 17	<b>3. Students will practice calculations.</b>
<b>UNIT RESOURCES: (include internet addresses for linking)</b> <b>Glencoe Marketing Essentials Text</b>	



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### **School Store Operations Text**

[www.deca.org](http://www.deca.org)

#### **Resources @ MCCE:**

#### **MCE 13.0000 MERC1 - Miscellaneous Marketing**

Marketing Education Resource Center

COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003.

BOOK — Leadership, Attitude, and Performance Module. This instruction module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Reading Charts and Graphs, Calculating Break-Even, Psychological Pricing, Credit and Its Importance, Legal Considerations in Granting Credit and Marketing Careers.

#### **MCE CD ROM 7 - The Street Fighter Video Series**

Jeff and Marc Slutsky

GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2003.

CD ROM — This Street Fighter Video series on 2 Video CD ROM set includes: Video 1, Marketing; and Video 2, Advertising on a Shoestring. Learning objectives for Video 1 include: How to deal with competitive pricing; How to get free distribution of your advertising message; How a sales person uses a cross promotion for a more effective appointment; How to motivate employees to market for you, free; How to sabotage a competitor's intrusion into your territory. Learning objectives for Video 2 include: Negotiating techniques that get you two to three times more radio air time; How to get 30% to 40% more billboard coverage for the same money; The ideal size for your newspaper ad; How to write headlines that get results.

#### **MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle**

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.

#### **MCE DVD ROM 61 - Pillars of Marketing**

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

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DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 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 DVD ROM 92 - Managing Your Business: Prices, Finances, and Staffing**

Films for the Humanities & Sciences

NEW YORK, NY, FILMS MEDIA, 2011.

DVD ROM — This program examines the on-the-ground challenges of running a business by exploring numerous management issues. Topics include obtaining proper insurance; determining the best market prices for goods and services; finding the right software and record-keeping systems; and hiring, training, motivating, and disciplining employees. 28 minutes.