

Entrepreneurship (CIP Code: 52.0701/52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Marketing Management Promotion

Course Code: 040011/0340305

COURSE INTRODUCTION		
<p>An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.</p> <p>Instruction in this area prepares students to understand how to organize and operate a business. All students can benefit from an understanding of and appreciation for entrepreneurship and its role in the enterprise system.</p> <p>This course is designed to provide students with the fundamental knowledge needed for organizing, developing, and implementing a business concern within the private free enterprise system. Topics of student will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure, and promoting a business.</p>		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will learn to identify and analyze customer profiles, create marketing and promotional plans, and analyze the effect of culture, export/import opportunities, and trends on target markets.	3 weeks	
	CLASS PERIOD (min.)	
	50 minutes	
ESSENTIAL QUESTIONS		
<ol style="list-style-type: none"> How do companies identify and analyze customer profiles and reach target markets? How does an entrepreneur create a marketing and promotional plan to reach the target market? How does an entrepreneur analyze the effect of cultural differences, export and import opportunities, and trends on an entrepreneurial venture in a global market place? 		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Conduct SWOT analysis	Mktg. III. A. 3A	3
2. Conduct competitive analysis	Mktg. III. D. 3C	3
3. Set a marketing budget	Mktg. IV. C. 3E	3
4. Develop marketing plan	Mktg. VI. 3A	3
5. Monitor and evaluate performance of marketing plan	Mktg. VI. 3D	3
6. Describe the elements of the promotional mix	Mktg. VI. 3C	2
7. Calculate advertising media cost	Mktg. IV. D. 1. 3C	3
8. Select advertising media	Mktg. III. G. 3A	2
9. Prepare a promotional budget	Mktg. IV. D. 1. 3B	2
10. Develop promotional plan for a business	Mktg. III. G. 3B	3
11. Write a news release	Mktg. IV. D. 3. 3A	2
12. Obtain publicity	Mktg. IV. D. 3. 3B	2
13. Select sales-promotion options	Mktg. II. A. 3D	1

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14. Write sales letters	Mktg. IV. D. 2. 3B	2
15. Manage online (www) activities	Mktg. IV. D. 2. 3D	2
16. Evaluate effectiveness of advertising	Mktg. III. F. 3B	3
17. Explain factors affecting pricing decisions	Mktg. IV. C. 3A	2
18. Establish pricing objectives	Mktg. IV. C. 3D	2
19. Select pricing strategies	Mktg. IV. C. 3B	2
20. Acquire product information for use in selling	Mktg. IV. A. 1. 3A	1
21. Analyze product information to identify product features and benefits	Mktg. IV. A. 2. 3B	4
22. Prepare for the sales presentation	Mktg. IV. D. 3. 3A	3
23. Establish relationship with client/customer	Mktg. II. A. 3E	2
24. Determine customer/client needs	Mktg. I. 3B	2
25. Determine customer's buying motives for use in selling	Mktg. V. 3A	2
26. Differentiate between consumer and organizational buying behavior	Mktg. IV. A. 7. 3B	3
27. Recommend specific product	Mktg. VI. A. 3. 3B	1
28. Convert customer/client objections into selling points	Mktg. IV. A. 3C	3
29. Close the sale	Mktg. IV. D. 4. 3A	2
30. Demonstrate suggestion selling	Mktg. IV. D. 2. 3A	2
31. Plan follow up strategies for use in selling	Mktg. IV. A. 2. 3C	2
32. Process sales documentation	Mktg. V. 3E	2
33. Prospect for customers	Mktg. V. 3E	2
34. Plan strategies for meeting sales quotas	Mktg. IV. D. 4. 3B	3
35. Analyze sales reports	Mktg. III. E. 3B	4
36. Train staff to support sales efforts	Mktg. IV. D. 4. 3C	2
37. Analyze technology for use in the sales function	Mgmt. VIII. C. 3A	4
38. Manage online sales process	Mgmt. VIII. C. 3B	2
OBJ. #	INSTRUCTIONAL STRATEGIES	
1, 2	1. Cooperative learning, independent learning	
4-6, 8-37	2. Review a marketing plan with students and provide activity and project. Lecture, independent learning	
4-10, 35	3. Independent learning	
8, 16	4. Research, reading, writing	

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OBJ. #	INSTRUCTIONAL ACTIVITIES
1, 2	1. Students will conduct a SWOT analysis of a current company.
4-6, 8-37	2. Students will do a marketing plan activity and then complete the project to know what a marketing plan is and how it applies to the real world.
4-10, 35	3. Students develop a business plan to determine marketing needs and strategies.
8, 16	4. Students read about and study advertising techniques on <i>Webquest</i> and write an opinion from what they have learned. <i>Webquest</i> introduces a unit on promotion by having the students evaluate online ads.