

**Wallingford Public Schools - HIGH SCHOOL COURSE OUTLINE**

<b>Course Title:</b> Marketing Education	<b>Course Number:</b> 8513
<b>Department:</b> Career and Technical Education	<b>Grade(s):</b> 10 -12
<b>Level(s):</b> Academic	<b>Credit:</b> 1
<b>Course Description</b> Marketing is a business course aimed at assessing changing consumer needs and wants and profitably developing products and services that satisfy these needs and wants while adhering to environmental and ethical standards.	
<b>Required Instructional Materials</b> <ul style="list-style-type: none"> <li>• <i>Marketing Essentials</i>, Glencoe, 2006.</li> <li>• <i>Marketing Essentials Student Activity Workbook</i>, Glencoe, 2006.</li> <li>• Teacher resource materials</li> </ul>	<b>Completion/Revision Date</b>  Completion Approved by Board of Education on October 16, 2006

**Mission Statement of the Curriculum Management Team**

The mission of the Career and Technical Education Curriculum Management Team is to assure that students, as a result of their experiences in K-12, will demonstrate transferable skills, knowledge, and attributes for successful life management, employment, career development, post-secondary educational opportunities, and life long learning.

**The Enduring Understandings for the Course**

- Critical examination and evaluation of data is essential for making informed decisions.
- Collaboration is necessary in order to be an effective team member and employee.
- Communication, both written and verbal needs to be tailored for the intended audience and purpose.
- Technology is a tool that can enhance the communication process.
- Marketing consists of activities to generate a profitable exchange.
- Marketing meets customer needs and wants with products, services or ideas that customers can and will buy.
- Economic principles and concepts affect marketing.
- Businesses satisfy economic needs by producing and marketing products and services.
- Marketing strategies should be adjusted to reflect current economic conditions.
- The role of marketing is to help the business understand the customer.
- Effective selling strategies respond to client needs and wants through planned, personalized communication that influences purchase decisions and ensures satisfaction.

<ul style="list-style-type: none"><li>• There are concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities.</li></ul>
<ul style="list-style-type: none"><li>• Marketing involves setting and adjusting product and service prices to maximize profit and to ensure customer satisfaction.</li></ul>
<ul style="list-style-type: none"><li>• The purpose of a distribution plan is to specify the best way to transport a company's products.</li></ul>
<ul style="list-style-type: none"><li>• Marketing influences client behavior through communications and promotions.</li></ul>
<ul style="list-style-type: none"><li>• Marketing is a profession that allows for personal and professional growth.</li></ul>

<p><b><u>LEARNING STRAND</u></b></p> <p>1.0 Marketing and Business Skills</p> <p>NOTE: This learning strand should be taught through the integration of the other learning strands. This learning strand is not meant to be taught in isolation as a separate unit.</p>	
<p><b><u>ENDURING UNDERSTANDING(S)</u></b></p> <ul style="list-style-type: none"> <li>• Critical examination and evaluation of data is essential to making informed decisions.</li> <li>• Collaboration is necessary in order to be an effective team member and employee.</li> <li>• Communication, both written and verbal needs to be tailored for the intended audience and purpose.</li> <li>• Technology is a tool that can enhance the communication process.</li> </ul>	<p><b><u>ESSENTIAL QUESTION(S)</u></b></p> <ul style="list-style-type: none"> <li>• What is effective communication?</li> <li>• What does an office/team require to function successfully?</li> <li>• How can I assess the situation and implement change?</li> <li>• How can I manage informational research, organize the information, and present it professionally?</li> <li>• How does the audience influence the format of your work?</li> </ul>
<p><b><u>LEARNING OBJECTIVES</u></b> The student will:</p> <ol style="list-style-type: none"> <li>1.1 Demonstrate public speaking skills using appropriate visuals and tailoring the presentation to specific audiences.</li> <li>1.2 Communicate effectively in writing about a topic using different formats applying relevant vocabulary, supporting evidence and clear logic.</li> <li>1.3 Work cooperatively with fellow peers and teachers to complete a task using appropriate verbal and nonverbal communication skills.</li> <li>1.4 Utilize interpersonal skills to resolve conflicts with others.</li> <li>1.5 Apply decision making skills to critically approach a situation and work through the steps to solve the problem.</li> <li>1.6 Discuss ethical behavior in marketing.</li> <li>1.7 Develop marketing research skills that include collecting, organizing, analyzing and synthesizing data.</li> <li>1.8 Apply computer-based tools such as PowerPoint, Word, and Excel, to organize and present information.</li> <li>1.9 Demonstrate creativity through different projects.</li> <li>1.10 Explore career opportunities related to marketing.</li> <li>1.11 Demonstrate procedure for gathering</li> </ol>	<p><b><u>INSTRUCTIONAL SUPPORT MATERIALS</u></b></p> <ul style="list-style-type: none"> <li>• See other learning strands for integration</li> </ul> <p><b><u>SUGGESTED INSTRUCTIONAL STRATEGIES</u></b></p> <ul style="list-style-type: none"> <li>• See other learning strands for integration</li> </ul> <p><b><u>SUGGESTED ASSESSMENT METHODS</u></b></p> <ul style="list-style-type: none"> <li>• See other learning strands for integration</li> </ul>

marketing information using technology.  
1.12 Analyze data to support marketing functions.

## **LEARNING STRAND**

### 2.0 Marketing Overview

#### **ENDURING UNDERSTANDING(S)**

- Marketing consists of activities to generate a profitable exchange.
- Marketing meets customer needs and wants with products, services or ideas that customers can and will buy.

#### **ESSENTIAL QUESTION(S)**

- How do marketers determine the marketing mix?
- How does marketing affect your life?
- Why is marketing an essential component of business?
- When developing marketing strategies what should be considered?

#### **LEARNING OBJECTIVES:** - The student will:

- 2.1 Describe marketing functions and related activities (product/service management, pricing, finance, distribution, marketing information management, selling and promotion).
- 2.2 Explain the nature of marketing strategies (Product, price, place and promotion).
- 2.3 Describe the marketing planning process.
- 2.4 Explain the nature of marketing research.
- 2.5 Describe the nature and scope of the promotion function.
- 2.6 Implement activities that support sales efforts.

#### **INSTRUCTIONAL SUPPORT MATERIALS**

- Assorted magazines
- Assorted everyday products
- *The Box, Projects for Marketing*, Custom Resources.
- DECA materials and membership
- [www.deca.org](http://www.deca.org)

#### **INSTRUCTIONAL STRATEGIES/APPROACHES**

- Use of case studies and simulations
- Research existing products to identify marketing strategy
- Internet research
- Create a marketing plan that includes the seven marketing functions
- Create or analyze a marketing survey
- Compare different forms of media (radio, TV, print etc.) to analyze the different marketing strategies
- Design an effective promotion for a particular product, service or idea
- Oral presentation of project
- Self-reflections
- Graphic organizer to introduce the functions of marketing
- Use school based enterprise as a learning lab

#### **ASSESSMENT METHODS/TOOLS**

- Quizzes and tests
- Homework
- Rubric(s) for project based learning activities
- Oral presentations
- Self-assessments and peer-assessments
- Written assignments such as marketing plans

**LEARNING STRAND**

3.0 Relationship between Marketing and Business

**ENDURING UNDERSTANDING(S)**

- Economic principles and concepts affect marketing.
- Businesses satisfy economic needs by producing and marketing products and services.
- Marketing strategies should be adjusted to reflect current economic conditions.
- The role of marketing is to help the business understand the customer.

**ESSENTIAL QUESTION(S)**

- In what ways can the economy affect the marketing mix?
- What is the relationship between marketing and business?
- Why is marketing essential to our economy?

**LEARNING OBJECTIVES** – The student will:

- 3.1 Describe the environments in which businesses operate.
- 3.2 Describe the role of small business in the economic system of the United States.
- 3.3 Distinguish between economic goods and services.
- 3.4 Explain the concepts of economic resources.
- 3.5 Interpret the impact of supply and demand on price.
- 3.6 Identify factors affecting the profit of a business.
- 3.7 Determine the opportunity costs associated with economic decision making.
- 3.8 Describe the role of financing in marketing and business endeavors.
- 3.9 Analyze current economic conditions and translate into marketing opportunities.

**INSTRUCTIONAL SUPPORT MATERIALS**

- Newspapers and internet
- *Wall Street Journal* Classroom Edition
- *DECA materials and membership*
- [www.deca.org](http://www.deca.org)

**INSTRUCTIONAL STRATEGIES/APPROACHES**

- Case studies related to businesses making marketing decisions
- Analyze different local and national businesses to infer their business organizations and their products/services/ideas
- Given different historically economic scenarios, adjust the marketing strategies
- Use the US Department of Commerce website to identify the economic indicators
- Discuss the difference between a product, service and idea and categorize into needs and wants
- Explain how economic resources (human, natural, capital) are used in creating a service or product
- Analyze a graph of supply and demand
- Read and discuss current events using newspaper articles on supply and demand and relating to economic conditions
- Use case studies to discuss current economic conditions and factors that affect profit of a business
- Use a video as a springboard to discuss opportunity costs associated with economic decision making

- Analyze an existing business plan

**ASSESSMENT METHODS/TOOLS**

- Quizzes and tests
- Homework
- Written assignments

<b><u>LEARNING STRAND</u></b>	
4.0 The Selling Process	
<b><u>ENDURING UNDERSTANDING (S)</u></b>	<b><u>ESSENTIAL QUESTION(S)</u></b>
<ul style="list-style-type: none"> <li>• Effective selling strategies respond to client needs and wants through planned, personalized communication that influences purchase decisions and ensures satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• What are effective sales strategies?</li> <li>• How can you communicate a product's benefits to a customer?</li> <li>• How can you tailor your sales strategies for various target audiences?</li> <li>• What does effective customer service look like?</li> </ul>
<b><u>LEARNING OBJECTIVES</u></b> – The student will:	<b><u>INSTRUCTIONAL SUPPORT MATERIALS</u></b>
<ul style="list-style-type: none"> <li>4.1 Apply selling process and techniques to aid customers/clients in making buying decisions.</li> <li>4.2 Communicate sales messages verbally and in writing.</li> <li>4.3 Explain the role of customer service in customer/client relationships.</li> <li>4.4 Explain the nature and scope of the selling function.</li> </ul>	<ul style="list-style-type: none"> <li>• Newspapers and internet</li> <li>• <i>Wall Street Journal</i> Classroom Edition</li> <li>• <i>DECA materials and membership</i></li> <li>• <a href="http://www.deca.org">www.deca.org</a></li> <li>• Videos that demonstrate sales pitches of different products or services</li> <li>• Assorted products</li> <li>• Video camera and digital camera</li> </ul>
	<b><u>INSTRUCTIONAL STRATEGIES/APPROACHES</u></b>
	<ul style="list-style-type: none"> <li>• Use of case studies and simulations to explore customer service relationships</li> <li>• Modify or tailor marketing plans for a variety of target markets</li> <li>• Compare different selling process and techniques used by major companies</li> <li>• Role play how to overcome various objections made by a customer</li> <li>• Role play a sales pitch</li> <li>• Video tape role playing and do a self or peer assessment</li> <li>• Discuss strategies to help prepare for the sale, initiate the sale, present product, and close the sale</li> </ul>
	<b><u>ASSESSMENT METHODS/TOOLS</u></b>
	<ul style="list-style-type: none"> <li>• Performance based assessments</li> <li>• Role playing</li> <li>• Quizzes</li> <li>• Tests</li> <li>• Written projects</li> <li>• Oral presentations</li> </ul>



## **LEARNING STRAND**

### 5.0 Product

#### **ENDURING UNDERSTANDING(S)**

- Marketing meets customer needs and wants with products, services or ideas that customers can and will buy.
- There are concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities.

#### **ESSENTIAL QUESTION(S)**

- How does a business develop a product?
- Why is product planning important to a business?
- How are packaging, branding, and labeling important in product planning?
- What are the effective elements of a successful product?
- How is the product life cycle used in marketing?

#### **LEARNING OBJECTIVES** – The student will:

- 5.1 Explain the nature of the product/service planning function.
- 5.2 Describe considerations in developing and maintaining a product mix.
- 5.3 Plan a product/service mix.
- 5.4 Chart the product life cycle.
- 5.5 Create a feature vs. benefit analysis chart.
- 5.6 Describe the steps of product development.
- 5.7 Discuss the nature, scope and importance of branding in product planning.
- 5.8 Explain the functions of product packaging and labeling.

#### **INSTRUCTIONAL SUPPORT MATERIALS**

- Newspapers, magazines and internet
- *Wall Street Journal* Classroom Edition
- *DECA materials and membership*
- [www.deca.org](http://www.deca.org)
- Print materials and audio visual resources that demonstrate product life cycles
- Assorted products

#### **INSTRUCTIONAL STRATEGIES/APPROACHES**

- Use of case studies and simulations
- Write a business proposal that will develop, introduce and evaluate a product
- Analyze different packaging and labeling of various products to identify trends
- Create a product (or redesign existing product) including the crate packaging, labeling, and brand identification
- Use local business examples product/service mix
- Use authentic products and services to demonstrate product considerations
- Change a product for a new target market
- Discuss the life cycle of different products, such as Clorox bleach, and use commercials, videos, or print media as a visual reinforcement
- Research labeling requirements such as ingredients, allergens, expirations, nutritious value, etc.
- Field trip to local business
- Guest speakers

**ASSESSMENT METHODS/TOOLS**

- Analyze a product life cycle of a current product
- Performance based assessments
- Quizzes
- Tests
- Written projects
- Oral presentations

<b><u>LEARNING STRAND</u></b>	
6.0 Pricing	
<b><u>ENDURING UNDERSTANDING(S)</u></b>	<b><u>ESSENTIAL QUESTION(S)</u></b>
<ul style="list-style-type: none"> <li>Marketing involves setting and adjusting product and service prices to maximize profit and to ensure customer satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>How does pricing effect marketing decisions?</li> <li>What factors affect price decisions?</li> <li>How is the cost of a product determined?</li> </ul>
<b><u>LEARNING OBJECTIVES</u></b> – The student will:	<b><u>INSTRUCTIONAL SUPPORT MATERIALS</u></b>
6.1 Describe the nature of the pricing function. 6.2 Determine pricing objectives, policies and strategies. 6.3 Describe considerations in setting prices. 6.4 Analyze costs, market trends, and competition to determine selling prices. 6.5 Explain factors affecting pricing decisions.	<ul style="list-style-type: none"> <li>Newspapers, magazines, catalogues and internet</li> <li><i>Wall Street Journal</i> Classroom Edition</li> <li><i>DECA materials and membership</i></li> <li><a href="http://www.deca.org">www.deca.org</a></li> <li>Assorted products</li> </ul>
	<b><u>INSTRUCTIONAL STRATEGIES/APPROACHES</u></b>
	<ul style="list-style-type: none"> <li>Use of case studies and simulations such as adjust selling prices to market conditions</li> <li>Create merchandise tickets on the computer</li> <li>Analyze selling trends and unit cost using Excel</li> <li>Integrate math objectives during cost analysis</li> <li>Play “The Price is Right” game</li> <li>Price comparisons using the internet, catalogues, and flyers</li> </ul>
	<b><u>ASSESSMENT METHODS/TOOLS</u></b>
	<ul style="list-style-type: none"> <li>Quizzes</li> <li>Tests</li> <li>Written projects</li> <li>Oral presentations</li> </ul>

<b><u>LEARNING STRAND</u></b>	
7.0 Place	
<b><u>ENDURING UNDERSTANDING(S)</u></b> <ul style="list-style-type: none"> <li>The purpose of a distribution plan is to specify the best way to transport a company's products.</li> </ul>	<b><u>ESSENTIAL QUESTION(S)</u></b> <ul style="list-style-type: none"> <li>How is distribution affected by new marketing trends?</li> <li>What factors are used to determine distribution methods?</li> <li>What effect does distribution have on marketing a product?</li> <li>How is a product distributed?</li> </ul>
<b><u>LEARNING OBJECTIVES</u></b> – The students will: 7.1 Explain the nature and scope of transportation systems and services. 7.2 Describe the distribution channels and/or businesses involved in transporting various products to consumers.	<b><u>INSTRUCTIONAL SUPPORT MATERIALS</u></b> <ul style="list-style-type: none"> <li>Magazines, catalogues, and internet</li> <li><i>Wall Street Journal</i> Classroom Edition</li> <li><i>DECA materials and membership</i></li> <li><a href="http://www.deca.org">www.deca.org</a></li> <li>Assorted products</li> </ul> <b><u>SUGGESTED INSTRUCTIONAL STRATEGIES</u></b> <ul style="list-style-type: none"> <li>Use of case studies and simulations</li> <li>Analyze the effect of e commerce on distribution channels</li> <li>Chart distribution channels of a product</li> <li>Explore how businesses, such as UPS, track a product</li> <li>Field trip to a warehouse</li> <li>Create a distribution plan</li> </ul> <b><u>SUGGESTED ASSESSMENT METHODS</u></b> <ul style="list-style-type: none"> <li>Chart distribution channels of a product</li> <li>Quizzes</li> <li>Tests</li> <li>Written projects</li> <li>Oral presentations</li> </ul>

<b><u>LEARNING STRAND</u></b>	
8.0 Promotion	
<b><u>ENDURING UNDERSTANDING(S)</u></b>	<b><u>ESSENTIAL QUESTION(S)</u></b>
<ul style="list-style-type: none"> <li>Marketing influences client behavior through communications and promotions.</li> </ul>	<ul style="list-style-type: none"> <li>In what ways do communications and promotions achieve marketing goals?</li> <li>What are some examples of marketing communications and promotions?</li> </ul>
<b><u>LEARNING OBJECTIVES</u></b> – The student will:	<b><u>INSTRUCTIONAL SUPPORT MATERIALS</u></b>
8.1 Explain the communication process used in promotion. 8.2 Identify the elements of the promotion. 8.3 Write promotional messages that appeal to targeted markets. 8.4 Select promotional media to communicate with consumers. 8.5 Apply sales promotions techniques. 8.6 Describe the nature and scope of the promotion function. 8.7 Develop a promotional plan. 8.8 Develop an understanding of customers/clients.	<ul style="list-style-type: none"> <li>Magazines, catalogues, and internet</li> <li><i>Wall Street Journal</i> Classroom Edition</li> <li><i>DECA materials and membership</i></li> <li><a href="http://www.deca.org">www.deca.org</a></li> <li>Assorted products</li> </ul>
	<b><u>INSTRUCTIONAL STRATEGIES/APPROACHES</u></b>
	<ul style="list-style-type: none"> <li>Use of case studies and simulations</li> </ul>
	<b><u>ASSESSMENT METHODS/TOOLS</u></b>
	<ul style="list-style-type: none"> <li>Quizzes</li> <li>Tests</li> <li>Written projects</li> <li>Oral presentations</li> </ul>

**LEARNING STRAND**

9.0 Career Exploration

**ENDURING UNDERSTANDING(S)**

- Marketing is a profession that allows for personal and professional growth.

**ESSENTIAL QUESTION(S)**

- What is the difference between personal and professional growth?
- What are some marketing careers?

**LEARNING OBJECTIVES** – The student will:

- 9.1 Use traditional and non traditional job-search strategies, including on-line searches.
- 9.2 Demonstrate job seeking skills.
- 9.3 Utilize resources that can contribute to professional development.
- 9.4 Utilize skills to enhance career progression.
- 9.5 Identify desirable personality traits important to business.

**INSTRUCTIONAL SUPPORT MATERIALS**

**INSTRUCTIONAL STRATEGIES/APPROACHES**

**ASSESSMENT METHODS/TOOLS**

- Quizzes
- Tests
- Written projects
- Oral presentations