


































































































## Marketing Management Curriculum Map

Unit Plans	GPS	Academic Standards	Time	MarkEd Learning Activity Package (LAP)	Suggested Instructional Activities, Materials, Notes
<p> <a href="#">Unit 1: Global Marketing</a></p> <p> <a href="#">Unit 1: Global Marketing</a></p>	AM-1 f-k	ELA12W1 SSEF2 SSEF4 SSEF5 SSEMA1 SSEIN1 SSEMA5	6 HRS.	<p><a href="#">LAP-EC-018 Make the Most of It (Productivity)</a></p> <p><a href="#">LAP-EC-003 Lose, Win, or Draw (Business Risk)</a></p> <p><a href="#">LAP-EC-011 It's the Law (Supply and Demand)</a></p> <p><a href="#">LAP-EC-004 Beyond US (International Trade)</a></p> <p>Check website for cost-recovery pricing.</p>	<p> <a href="#">Company Analysis for International Marketing Project</a></p> <p> <a href="#">Company Analysis for International Marketing Rubric</a></p> <p> <a href="#">The Global Marketplace PP</a></p> <p> <a href="#">The Global Marketplace Note-taking Guide</a></p> <p> <a href="#">The Global Marketplace Test Key</a></p> <p> <a href="#">The Global Marketplace Test</a></p>
<p> <a href="#">Unit 2: Distribution</a></p> <p> <a href="#">Unit 2: Distribution</a></p>	AM-2 a, b	ELA12W1 SSEMA1	9 HRS.	N/A	<p> <a href="#">Channels of Distribution Activity</a></p> <p> <a href="#">Channels of Distribution Note taking Guide</a></p> <p> <a href="#">Channels of Distribution</a></p> <p> <a href="#">Distribution Notes Wholesale</a></p> <p> <a href="#">Distribution PP Note Taking Guide</a></p> <p> <a href="#">Distribution PP</a></p> <p> <a href="#">Distribution Unit Test KEY</a></p> <p> <a href="#">Distribution Unit Test</a></p> <p> <a href="#">Energy Drink Distribution Project</a></p>
<p> <a href="#">Unit 3: The Business of Credit</a></p> <p> <a href="#">Unit 3: The Business of Credit</a></p>	AM-3 a-d	ELA12W1 SSEMI2 SSEPF4	5 HRS.	N/A	<p> <a href="#">An Overview of Financial Management PP</a></p> <p> <a href="#">Credit Rating Cards</a></p> <p> <a href="#">Financing Your Business notes guide</a></p> <p> <a href="#">Financing Your Business PP</a></p> <p> <a href="#">Government Regulations on Issuing Credit Research Assignment</a></p>

## Marketing Management Curriculum Map

<p> <a href="#">Unit 4: Marketing Impacts Research</a></p> <p> <a href="#">Unit 4: Marketing Impacts Research</a></p>	AM-4 a-e	ELA12W1 SSEMA6 MM2D2 MM2D1	10 HRS.	N/A	<p> <a href="#">Green Marketing Article</a></p> <p> <a href="#">Market Research Project</a></p> <p> <a href="#">Marketing Research Process PP</a></p> <p> <a href="#">NIVEA Case Study</a></p> <p> <a href="#">Review Marketing Research PP</a></p> <p> <a href="#">Types of Marketing Research PP</a></p>
<p> <a href="#">Unit 5: Pricing Strategies</a></p> <p> <a href="#">Unit 5: Pricing Strategies</a></p>	AM-5 a-e	ELA12W3 SCSh3 SCSh4 SCSh6 MM2D1	8 HRS.	N/A	<p> <a href="#">Definition of Pricing PP</a></p> <p> <a href="#">Evaluation of Goals of Pricing</a></p> <p> <a href="#">PLC and Pricing POSTER Grade Sheet</a></p> <p> <a href="#">PLC and Pricing</a></p> <p> <a href="#">Pricing Objectives</a></p> <p> <a href="#">Pricing Project</a></p> <p> <a href="#">Pricing Worksheet Answers</a></p> <p> <a href="#">Pricing Worksheet</a></p>
<p> <a href="#">Unit 6: Marketing Activities in Business</a></p> <p> <a href="#">Unit 6: Marketing Activities in Business</a></p>	AM-6 a-i	ELA12W1 MM2D2 SSEF5	6-10 HRS.	<p><a href="#">LAP-IM-009 Have We Met? (Market Identification)</a></p> <p>Check website for cost-recovery pricing.</p>	<p> <a href="#">Employee Theft Current Event</a></p> <p> <a href="#">Getting to know the Competition</a></p> <p> <a href="#">Increasing Social Responsibility</a></p> <p> <a href="#">Market Segmentation Activity</a></p> <p> <a href="#">popcorn business development</a></p> <p> <a href="#">Segmenting and Targeting Markets</a></p> <p> <a href="#">The Marketing Mix</a></p>
<p> <a href="#">Unit 7: Product Service Mix</a></p> <p> <a href="#">Unit 7: Product Service Mix</a></p>	AM-7 a-d	ELA12W1 SSEF3	7 HRS.	N/A	<p> <a href="#">Design for Athletes</a></p> <p> <a href="#">New Product Development (NPD) process</a></p> <p> <a href="#">Product Concepts</a></p> <p> <a href="#">Product Life Cycle</a></p> <p> <a href="#">Understanding Product Failures</a></p>
<p> <a href="#">Unit 8: Purchasing and Pricing Strategies</a></p> <p> <a href="#">Unit 8: Purchasing and Pricing Strategies</a></p>	AM-8 a-e		7 HRS.	<p><a href="#">LAP-OP-002 Buy Right (Nature of Purchasing)</a></p> <p>Check website for cost-recovery pricing.</p>	<p> <a href="#">Buying Markets PP</a></p> <p> <a href="#">Buying Merchandise Note Guide</a></p> <p> <a href="#">Buying Merchandise</a></p> <p> <a href="#">Merchandise Assortment Note Guide</a></p> <p> <a href="#">Merchandise Assortment</a></p> <p> <a href="#">Merchandise Buying Plan Rubric</a></p> <p> <a href="#">Merchandise Buying project</a></p>

## Marketing Management Curriculum Map

<p> <a href="#">Unit 9: Sales in Marketing</a></p> <p> <a href="#">Unit 9: Sales in Marketing</a></p>	<p>AM-9 a-i</p>	<p>ELA12W1 MM2D2</p>	<p>6 HRS.</p>	<p><a href="#">LAP-SE-115 Keep Them Loyal (Building Clientele)</a></p> <p><a href="#">LAP-SE-119 Follow-Up Strategies</a></p> <p>Check website for cost-recovery pricing.</p>	<p> <a href="#">Why People Buy</a></p> <p> <a href="#">Sales Presentation Worksheet</a></p> <p> <a href="#">Sales Presentation Project Requirement Sheet</a></p> <p> <a href="#">Sales Presentation</a></p> <p> <a href="#">Sales Questionnaire</a></p> <p> <a href="#">WHAT IS SELLING Note Sheet</a></p> <p> <a href="#">WHAT IS SELLING</a></p>
<p> <a href="#">Unit 10: Promotion</a></p> <p> <a href="#">Unit 10: Promotion</a></p>	<p>AM-10 a-c</p>	<p>ELA11W1 MM2P1 MM2D2</p>	<p>5 HRS.</p>	<p><a href="#">LAP-PR-001 Promotional Mix</a></p> <p><a href="#">LAP-PR-006 Calculating Media Costs</a></p> <p>Check website for cost-recovery pricing.</p>	<p> <a href="#">Marketing Communications</a></p> <p> <a href="#">Media Costs</a></p> <p> <a href="#">Promotional Mix Note Taking Guide</a></p> <p> <a href="#">Promotional Mix Project Instructions and Rubric</a></p> <p> <a href="#">Promotional Mix</a></p> <p> <a href="#">What you should know about promotion techniques</a></p>
<p> <a href="#">Unit 11: Communication in Marketing</a></p> <p> <a href="#">Unit 11: Communication in Marketing</a></p>	<p>AM-11 a-g</p>	<p>ELA11C1 ELA12LSV2 ELA12W3</p>	<p>7 HRS.</p>	<p>N/A</p>	<p> <a href="#">Social Media and Communications</a></p> <p> <a href="#">Communication Skills</a></p> <p> <a href="#">Communication Test ANSWER KEY</a></p> <p> <a href="#">Communication Test</a></p> <p> <a href="#">Electronic Presentations</a></p> <p> <a href="#">Email Etiquette Handout</a></p> <p> <a href="#">Power Point Presentation Projects Guidelines</a></p> <p> <a href="#">Power Point Presentation Rubric</a></p> <p> <a href="#">Sample Presentation</a></p>