

JMMS Daily Lesson Plan for Connections

Teacher :	
Ms. Jackson	
Course/ Subject:	
Marketing	
Date of Instruction:	
<p>Opening (I Do) An engaging process for lesson introduction that is specifically planned to encourage equitable and purposeful student participation. Describe the instructional process that will be used to introduce the lesson. TKES 1, 2, 3,4,5, 8,10</p>	<p>Standard/s:</p> <hr/> <p>Unit Learning Targets</p> <p>Students will understand that....</p> <p>The 4 P’s of marketing are fundamental to effective practice in this discipline. Marketing is defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.</p> <p>Marketing is an active process that requires developing, adapting, and applying a variety of skills and strategies to construct meaning from increasingly challenging and practical problems that deal with relevant issues that promote career development and intellectual growth. The marketing concept is a focus on customers' needs and wants while generating a profit. Consumers react differently to products perceived as needs versus wants.</p> <p>Three benefits of marketing are new and improved products, lower prices, and added value (utility). A marketing plan is a written document that directs the marketing activities of a company for a specific period of time.</p> <p>Marketing is a complex field of study 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.</p>

	<p>Market segmentation classifies people in a given market into smaller groups. Four methods of segmenting a market are demographics, geographics, psychographics, and buying behavior.</p>
	<p>Success Criteria:</p> <p>At the end of this unit students will be able to ...</p> <p>Define marketing concepts and explain how the marketing concepts relate to job-seeking and career planning processes.</p> <p>Explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</p> <p>Differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</p> <p>Explain the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</p> <p>Know the 4 P’s of marketing, an essential industry standard, (product, price, place, promotion), are a fundamental underpinning of all marketing processes</p> <p>To help structure your analysis, you may use the help of the following prompt questions. These questions are indicative and not exhaustive. Please generate additional questions to complete your analysis.</p> <p>Who are the target customers? What value do these customers perceive in this drink? Where is this drink available? How is this place of availability linked to customer convenience, and product image and positioning? What is the price of the drink? How does the price communicate product value and positioning? What advertising and/or sponsorship (promotional) strategies are discussed in the article for this product?</p>

	<p>Introduction/Connection:</p> <p>Unit Summary The fundamental principles of marketing are summed up by the —Four P’s: product, price, place, and promotion. These categories represent means of clarifying ways of providing utility to consumers in the effort to satisfy their needs and wants while pursuing a profit motive.</p> <p>Analyze the marketing mix of either Gatorade or Red Bull to answer the following question: How are the various elements of the marketing mix designed in order to market the product to its target customer segment(s)</p> <p>To satisfy economic needs, businesses depend on practicing marketing concepts. This presentation classifies and explains business activities as production, marketing, management or finance functions. Students learn how to explain the interdependence between business activities and marketing.</p> <hr/> <p>DIRECT INSTRUCTION:</p> <p>Begin class by asking students what effect they believe marketing has on their lives. Allow students to discuss ideas.</p> <p>Target Customers: Who is your target customer?</p> <p>Product: What value does your product provide your customer?</p> <p>Price: How much will your product cost your customer?</p> <p>Place: Where will your product be available?</p> <p>Promotions: How does your customer know about your product?</p>
<p>Work Period (We Do, You Do)</p> <p>Students learning by doing/demonstrating learning expectations. Describe the instructional process that will be used to engage the students in the work period. Measuring and monitoring progress</p>	<p>GUIDED PRACTICE:</p> <p>Unit Essential Questions:</p> <p>What are effective sales strategies? How can you communicate a product’s benefits to a customer? How can one tailor sales strategies for various target audiences? What does effective customer service look like?</p> <p>Unit Enduring Understandings Effective selling strategies respond to client needs and wants through planned, personalized communication that influences purchase</p>

<p>towards mastery of success criteria through formative assessment. TKES 1, 2, 3, 4, 5, 7, 8,10</p>	<p>decisions and ensures satisfaction. Professional selling is a systematic, scientific process that requires a commitment to a consultative attitude.</p> <hr/> <p>INDEPENDENT/COLLABORATIVE PRACTICE/DIFFERENTIATION:</p> <p>Analyze the marketing mix of either Gatorade or Red Bull to answer the following question: How are the various elements of the marketing mix designed in order to market the product to its target customer segment(s)</p>
<p>Closing (We Check) Describe the instructional process that will be used to close the lesson and check for student understanding . TKES : 1,2,3, 4,5,6,7,8</p>	<p>SUMMARIZE/FORMATIVE ASSESSMENT:</p> <p>Formative Assessments Daily —do now/warm-up responses.</p> <p>Ability to demonstrate proficiency in key unit concepts in class discussions.</p> <p>Student Portfolio of key work products.</p> <p>Shared responses to Essential Questions.</p> <p>Interim quizzes. Written and reading-based homework.</p>