

Course: Principles of Marketing

Teacher(s): Rhymes

Priority Content:

Branding, Packaging, Target Marketing, Advertising, Management, Marketing Research, Sales

Eliminated or Condensed Content:

Chapter 7-10

List of Units/Chapter with approximate # days:

Chapter 1 Marketing is All Around Us
Chapter 2 The Marketing Plan
Chapter 3 Economics
Chapter 4 Global Analysis
Chapter 5 The Free Enterprise System
Chapter 6 Legal and Ethical Issues in Business
Chapter 11 Management
Chapter 12-16 Sales
Chapter 17 Promotion
Chapter 18 Visual Merchandising and Display
Chapter 19-20 Advertising
Chapter 21-22 Distribution
Chapter 23 Purchasing
Chapter 24 Inventory Control
Chapter 25-27 Pricing
Chapter 28-29 Marketing Research
Chapter 30 Product Planning
Chapter 31 Branding, Packaging and Labeling
Chapter 32 Product Features
Chapter 33 Entrepreneurship
Chapter 34 Risk Management
Chapter 35 Business Plans
Chapter 36 Finance

Exam:

Marketing Exam created by the teacher

SCOPE AND SEQUENCE – PRINCIPALS OF MARKETING - BROOKE RHYMES

** Each day after the lesson students work in School-Based Enterprise Departments and work on projects related to this business.

MON: 9/12

TUES: 9/13

WED: 9/14

THUR: 9/15

FRI: 9/16

CHAPTER 1 – MARKETING IS ALL AROUND US (INTRODUCTION)

	Open store			Marketing Mix Activity – Group work
Review/Recap				
	Chapter 1.1 Notes	Chapter 1.2 Notes	Chapter 1.3	

MON: 9/19

TUES: 9/20

WED: 9/21

THUR: 9/22

FRI: 9/23

CHAPTER 1 & 2 (THE MARKETING PLAN)

Chapter 1 Recap	Chapter 2 Intro	Club Day 	Chapter 2.1 Notes	Chapter 2.2 Notes
Chapter 1 Jeopardy Review Game	Chapter 2.1 Notes		Market Segmentation Warm-Up Activity	
Chapter 1 Vocab Due				

MON: 9/26

TUES: 9/27

WED: 9/28

THUR: 9/29

FRI: 9/30

CHAPTER 2 – CHAPTER 3 ECONOMICS

Chapter 2.2 Notes	Chapter 1-2 BreakoutEDU Activity	Chapter 1-2 TEST	Chapter 3.1 Notes	Chapter 3.2 Notes
			Economic Systems Video	

MON: 10/3

TUES: 10/4

WED: 10/5

THUR: 10/6

FRI: 10/7

CHAPTER 3 - ECONOMICS

Chapter 3.2 Notes	Monopoly Game	Club Day 	REVIEW: Economic Systems/Chapter 4 Breakout EDU	Chapter 3 Test

MON: 10/10

TUES: 10/11

WED: 10/12

THUR: 10/13

FRI: 10/14

CHAPTER 4 – GLOBAL ANALYSIS

Fall Leadership Sub Plans	McDonald's Around the World Video/Discussion	Chapter 4.1 Notes	Homecoming Spirit Day
	Chapter 4.1 Notes		

MON: 10/17TUES: 10/18WED: 10/19THUR: 10/20FRI: 10/21**CHAPTER 4 – GLOBAL ANALYSIS**

Chapter 4.1 Notes	Chapter 4.2 Notes	Chapter 4 Review	Chapter 4 Test	Lemonade Game/ Supply and Demand Introduction


MON: 10/24TUES: 10/25WED: 10/26THUR: 10/27FRI: 10/28**CHAPTER 5 – FREE ENTERPRISE SYSTEM**

Chapter 5.1 Notes	Chapter 5.1 Notes	Chapter 5.2 Notes	Chapter 5.2 Notes	Chapter 5.2 Notes

MON: 10/31TUES: 11/1WED: 11/2THUR: 11/3FRI: 11/4**CHAPTER 5 - FREE ENTERPRISE SYSTEM**

Chapter 5 Review	Chapter 5 Test	Chapter 6.1 Notes	Chapter 6.1 Notes	Chapter 6.2 Notes
Chapter 5 Kahoot				Price Gouging Video

MON: 11/7TUES: 11/8WED: 11/9THUR: 11/10FRI: 11/11**CHAPTER 6 – FREE ENTERPRISE SYSTEM**

Fake Online Reviews Activity	Chapter 6 Test	Club Day 	Chapter 11 Jigsaw Project	
Chapter 6 Review				

MON: 11/14TUES: 11/15WED: 11/16THUR: 11/17FRI: 11/18**CHAPTER 11 - MANAGEMENT**

Chapter 11 Jigsaw Project		Jigsaw Presentations	Jigsaw Presentations

MON: 11/21TUES: 11/22WED: 11/23THUR: 11/24FRI: 11/25**THANKSGIVING HOLIDAYS**

 Thanksgiving Holidays
MON: 11/28TUES: 11/29WED: 11/30THUR: 12/1FRI: 12/2**CHAPTER 8/9**

Chapter 11.1 Notes	Chapter 11.1 Notes	Chapter 11.2 Notes	Chapter 11.2 Notes	Chapter 11.2 Notes

MON: 12/5TUES: 12/6WED: 12/7THUR: 12/8FRI: 12/9**CHAPTER 8/9**

Chapter 11 Review		Customer Service	Customer Service	Customer Service
	Chapter 11 Test			

MON: 12/12TUES: 12/13WED: 12/14THUR: 12/15FRI: 12/16**CHAPTER 8/9**

Customer Service	Customer Service	Customer Service	Customer Service	Customer Service