MARKETING

LENGTH OF TIME: every other day for a semester

GRADE LEVEL: 9-12

COURSE STANDARDS (Academic Standards for Business, Computer and Information Technology) Students will:
1. Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each. (15.9.12.A)
2. Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer. (15.9.12.B)
3. Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer. (15.9.12.C)
4. Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy. (15.9.12.E)
5. Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. (15.9.12.F)
6. Assess the distribution process of various companies and industries. (15.9.12.G)
7. Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates. (15.9.12.H)
8. Design a comprehensive promotion plan for a product or service. (15.9.12.I)
9. Analyze data collection methods when entering into or expanding a market. (15.9.12.J)
10. Create a comprehensive marketing plan. (15.9.12.K)
11. Analyze the costs and benefits of using technology in marketing to gain a competitive advantage. (15.9.12.L)
12. Evaluate laws and regulations impacting marketing. (15.9.12.M)
13. Identify business strategies related to international marketing. (15.7.12.N)

RELATED PA ACADEMIC STANDARDS FOR READING, WRITING, SPEAKING AND LISTENING:
    1.1   Learning to Read Independently
    1.2   Reading Critically in All Content Areas
    1.4   Types of Writing
    1.5   Quality of Writing
    1.6   Speaking and Listening
    1.7   Characteristics and Function of the English Language
    1.8   Research

RELATED PA ACADEMIC STANDARDS FOR CAREER EDUCATION AND WORK:
      13.1 Career Awareness and Preparation
      13.2 Career Acquisition (Getting a Job)
      13.3   Career Retention (Keeping a Job)
           C. Teamwork
           E. Time Management

PERFORMANCE ASSESSMENTS:

Students will demonstrate achievement of the standards by:

1. Obtaining information from online resources, newspapers and handouts.
2. Preparing written summaries of research.
3. Completing research to ascertain accurate information.
4. Analyzing research after reading appropriate documents.
5. Evaluate various options before determining the process.
6. Using the Internet to research psychology and effective use of colors.
7. Designing and producing articles for newsletters.
8. Designing and producing advertisements/business cards/posters/flyers as requested by the community or high school as needed.
9. Designing web pages using Publisher or Dreamweaver.
10. Designing and producing the following publications involved with advertising a product and/or service.
11. Preparing PowerPoint presentations for integrated projects.

DESCRIPTION OF COURSE:

Students learn marketing principles with an emphasis on the 4 P's of Marketing. Topics include evaluating market opportunities; buyer behavior; market segmentation, targeting, and positioning; market strategy and planning; development of marketing mix; and marketing organization and control. Advertising and branding are covered in this course.

This is *a hands-on course* held in a computer lab. Students will develop marketing strategies and create a variety of publications for different retail and service industries. E-commerce, Sports Marketing, International Marketing, Concert, Movie and Resort Marketing are also areas of focus. Students will also learn how to produce ads and promotional publications following the basic design principles. As part of the final project, students will develop their own food truck business where they will be required to apply the concepts of marketing learned throughout the course.

Students use the following software: MS Office, Adobe Photoshop Elements; Dreamweaver, and Flash.

TITLES OF UNITS:
1. Introduction to Marketing   1 day
2. The Marketing Mix (4 P's of Marketing)   5 days
3. Branding   2 days
4. Research Project & Lesson - All About Color   3 days
5. Reflective Writing Assignment   2 days
6. Promotional Marketing & Advertising   6 days
7. SWOT Analysis   2 days
8. Functions of Marketing   2 days
9. E-Commerce & Virtual Marketing   3 days
10. Careers in Marketing and Job Outlook   2 days
11. Marketing Information and Research   3 days
12. Sports & Entertainment Marketing   4 days
13. International & Global Marketing   4 days
14. Marketing Starts with Customers   3 days
15. Recreation Marketing   5 days
16. Business to Business Marketing   2 days
17. Food Truck Marketing - Final Project   4 days

SAMPLE INSTRUCTIONAL STRATEGIES:
1. Creation of Marketing Promotions using Photoshop/Premiere
2. Demonstration of software through tutorial with instructor
3. Application of software in real and integrated projects, from simple to challenging
4. Display of quality designs by professional graphic arts specialists
5. Interdisciplinary design projects
6. Teamwork
7. Oral presentations of projects using Google Slides

MATERIALS:
1. Desktop Computers or Chromebooks
2. Google Applications (Slides, Docs, Sheets, Sites, Forms)
3. Adobe PhotoShop
4. Adobe Premiere
5. Green Screen Backdrop
6. Video Equipment
7. Website Builders (Wix, Weebly, Wordpress)
8. Tutorials provided by teacher
9. Teacher reference texts & Marketing online articles:
   Marketing; South-Western Cengage Learning; James L. Burrow; 2009
   Online resource, themarketingteacher.com
   Sports & Entertainment Marketing; Cengage Learning; Kenneth Kaser and Dotty Boen Oelkers; 2007
   MS Publisher 2003; online tutorial
   Adobe Photoshop; online tutorial

METHODS OF ASSISTANCE AND ENRICHMENT:
1. Quality work donated from experts in the field
2. Internet for graphic designs reference
3. Discussions with graphic design experts (initiated by teacher and/or students)

PORTFOLIO DEVELOPMENT:
1. Any publication produced for a client
2. Any integrated or multi-day project produced in class

METHODS OF ASSESSMENT:
At the time each project is given, students receive detailed instructions, together with a scoring rubric. Each rubric is tailor-made to the assignment.

INTEGRATED ACTIVITIES:
1. Concepts
   a. All projects enhance basic design concepts of desktop publishing
2. Communication
   a. Oral presentations
   b. Interviewing people for newsletters; newspapers
   c. Talking with clients to determine their needs
   d. Tactfully explaining problems to clients
   e. Discussing options with clients
3. Thinking and Problem Solving
   a. Developing; troubleshooting; editing all designs for publications
4. Application of Knowledge
   a. All activities/projects integrate many skills which illustrate application of knowledge.
5. Interpersonal Skills
   a. Interviewing people for newsletters; newspapers
   b. Talking with clients to determine their needs
   c. Tactfully explaining problems to clients
   d. Discussing options with clients