

Marketing I Curriculum

Content Standard:

Economics: Understand the economic principles and concepts fundamental to marketing

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Distinguish between economic goods and economic services • Explain the concepts of economic resources • Interpret the impact of supply and demand on price • Explain types of economic systems • Explain the concept of private enterprise • Identify factors affecting a business' profit • Determine the opportunity cost associated with economic decision- making 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Plotting/Graphing (Supply/Demand; Unit Cost/Production Curves) • Workbook activities • "Virtual Business" computer simulation • "Business Week" case studies • E-Homework • Critical Stance Paper ("Government Influence on the Economy -- Too Much or Too Little") 	<ul style="list-style-type: none"> • 2 quizzes • Computer lab assignments • Class participation • Critical Stance Paper • School store application/contribution • Case studies • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) --Text/workbook/ • websites/software --Chapters 3-6 --Teaching transparencies • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing I and II Curriculum

Content Standard:

Business and Management: Understand fundamental business and marketing concepts that affect business decision-making

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Describe types of business activities • Determine the relationship between business and government • Describe the environments in which businesses operate • Describe marketing functions and related activities • Explain the nature of marketing strategies • Explain considerations in business planning • Organize the work of others • Implement procedures for monitoring and evaluating employee activities • Describe the role of small business in the United States • Describe ways to finance a business venture • Describe legal considerations for starting a business • Recommend a form of business ownership • Formulate a business plan 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulation • "Business Week" case studies • E-Homework • Development of a Business Plan • Situation analysis • Financing • Operations and Organization • Marketing • Role-playing 	<ul style="list-style-type: none"> • 1 quiz;1 unit test • 1 case study • Computer lab assignment • School Store application/contribution • Business Plan • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) --Text/workbook/websites/software --Chapters 1, 2, 4, 5, 6, 9, 10, 11, 22, 23, 27, 32-36) • Teaching transparencies • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing I Curriculum

Content Standard:

Purchasing: Understand strategies for obtaining goods and services for use in operating a business and/or for resale

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature of the buying process • Describe buying/purchasing policies • Determine purchase needs • Identify sources/vendors • Analyze relationship with vendors • Calculate final cost of materials/products/services to company 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulation • "Business Week" case studies • E-Homework 	<ul style="list-style-type: none"> • 1 unit test • 1 case study • Computer lab assignment • School Store application/contribution • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Chapter 23 --Teaching transparencies • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing I Curriculum

Content Standard:

Distribution: Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature and scope of distribution • Apply warehousing/stock-handling procedures • Demonstrate procedures to facilitate transportation of goods • Select channels and channel members • Demonstrate inventory control procedures 	<ul style="list-style-type: none"> • Preparatory reading • Workbook activities • Guided discussion • Case studies • E-Homework • "Virtual Business" computer simulation • School Store: Review of vendors 	<ul style="list-style-type: none"> • 2 quizzes • Class participation • Computer lab assignments • School Store application/contribution • Case studies • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Chapters 21-24 --Teaching transparencies • Unit organizer • Course Organizer Map • "Virtual Business" software • "Business Week" case studies • "Virtual business" software • "Always New" curriculum updating service • "The Wall Street Journal"

Marketing I and II Curriculum

Content Standard:

Risk Management: Understand the concepts needed to optimize, gain, and minimize loss due to risk

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature of the risk management function • Identify controllable and uncontrollable risk factors • Apply security measures 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulation • "Business Week" case study • E-Homework 	<ul style="list-style-type: none"> • 1 unit test • Computer lab assignments • Class participation • School Store application/contribution • Case study • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Teaching transparencies --Chapters 33-34 • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case study • "Always New" curriculum updating service • Government websites and publications Mare • "The Wall Street Journal"

Marketing I and II Curriculum

Content Standard:

Promotion: Understand the concepts and strategies needed to communicate information about products, services and/or ideas to influence behavior.

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the communication process used in promotion • Describe the nature and scope of the promotion function • Identify the elements of the promotion • Gather, interpret, and use information to promote products • Write promotional messages that appeal to targeted marketing • Select promotional media to communicate with customers • Use publicity • Apply sales promotion techniques • Select products to promote • Use past advertisements to aid in promotional planning • Coordinate promotional activities • Develop a promotional plan • Prepare a promotional budget • Determine promotional policies 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulation • "Business Week" case study • E-Homework • Creation/production of print or broadcast advertisement 	<ul style="list-style-type: none"> • 3 quizzes • Advertising Project • Computer lab assignment • Class participation • School Store application/contribution • Case study • 1 Unit test • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Teaching transparencies --Chapters 17-20 • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing I Curriculum

Content Standard:

Selling: Understand the concepts needed to respond to client needs and wants through planned, personalized communication that influences purchase decisions and ensures satisfaction

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature and scope of the selling function • Gather, interpret and use information in selling • Develop an understanding of customers/clients • Use selling process and techniques to aid customers/clients in making buying decisions • Process customer's/client's payment • Communicate sales messages in writing • Explain the role of customer service in customer/client relationships • Utilize strategies to build and maintain a clientele • Implement activities that support sales efforts • Use ethics in selling 	<ul style="list-style-type: none"> • Preparatory reading • Workbook activities • Guided discussion • Case studies • E-Homework • "Virtual Business" computer simulation • Role-playing 	<ul style="list-style-type: none"> • 2 quizzes • 1 unit test • Class participation • School Store application/contribution • Computer lab assignment • Case studies • State CTE Assessment • Guided discussion 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Chapters 12-16 --Workbook/websites/software --Teaching transparencies • Course Organizer Bulletin Board • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • "Virtual Business" software • Government websites and publications • "The Wall Street Journal"

Marketing II Curriculum

Content Standard:

Marketing/Information Management: Understand the concepts and systems needed to access, synthesize, evaluate, and disseminate information for use in making business decisions.

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature of marketing information management using technology • Demonstrate procedure for gathering marketing information using technology • Explain the nature of marketing research • Analyze the environments that affect business operations • Explain techniques for processing marketing information using technology 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • Computer simulation • "Business Week" case studies • E-Homework • Marketing Research Project (Teams of 3) 	<ul style="list-style-type: none"> • Marketing Research Project • 2 quizzes • Computer lab assignment • Class participation • Case studies • School Store application/contribution • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Teaching transparencies --Chapters 28-29 • Unit organizer • Course Organizer Bulletin Board • "Business Week" case studies • "Virtual Business" software • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing II Curriculum

Content Standard:

Product/Service Planning: Understand the concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Explain the nature of the product/service planning function • Describe considerations in developing and maintaining a product mix • Plan a product/service mix • Describe factors used by marketers to position products/businesses • Explain the role of customer service in positioning • Describe the marketing planning process 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulation • "Business Week" case study • E-Homework • Target Marketing Plan for a "new" product or service 	<ul style="list-style-type: none"> • 2 quizzes • Computer lab assignment • Class participation • School Store application/contribution • Case studies • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Chapters 30-32 --Teaching transparencies • Course Organizer "Bulletin Board" • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing II Curriculum

Content Standard:

Pricing: Understand concepts and strategies used in determining and adjusting prices to maximize return and ensure customer satisfaction

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Describe the nature of the pricing function • Determine pricing objectives, policies and strategies • Describe considerations in setting prices • Explain non-price considerations that affect prices • Use technology to assist in price setting • Determine selling prices • Adjust selling prices 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Plotting/graphing (elasticity of demand) • Workbook activities • "Virtual Business" simulation • "Business Week" case study • E-Homework 	<ul style="list-style-type: none"> • Unit test; quiz • Computer lab assignment • Class participation • School Store application/contribution • Case studies • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) <ul style="list-style-type: none"> --Text/workbook/websites/software --Chapters 25-26 --Teaching transparencies • Course Organizer "Bulletin Board" • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Government websites and publications • "The Wall Street Journal"

Marketing II Curriculum

Content Standard:

Financing: Understand the financial concepts used in making decisions

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Describe the role of financing in marketing and business endeavors • Identify and explain the sources of financing available to different types and sizes of businesses 	<ul style="list-style-type: none"> • Preparatory reading • Guided discussion • Workbook activities • "Virtual Business" computer simulations • Stock Internet research • Graph analysis • UCONN "Stock Market Game" (Teams 3-5) • "Wall Street Field Trip" • Case studies • School Store income statement 	<ul style="list-style-type: none"> • 1 Unit test • "Stock Market Game" (Research; portfolio results) • Class participation • YTD School Store P&L construct • Computer lab assignments • Case studies • State CTE Assessment 	<ul style="list-style-type: none"> • "Market Essentials" (2006) --Text/workbook/websites/software/transparencies --Chapters 35-36 • Course Organizer "Bulletin Board" • Unit organizer • "Virtual Business" software • "Business Week" case studies • "Always New" curriculum updating service • Glossary of financial terms • Financial market websites • "Stock Market Game" website(s) • "The Wall Street Journal"

Marketing I and II Curriculum

Content Standard:

Career and Professional Development: Understand concepts and strategies needed for personal and professional growth in marketing and business

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<ul style="list-style-type: none"> • Use traditional and non-traditional job search strategies including online searches • Demonstrate job-seeking skills • Utilize resources that can contribute to professional development • Utilize skills to enhance career progression • Identify desirable personality important to business • Make decisions • Demonstrate ethical behavior in marketing • Demonstrate interpersonal skills in a group • Apply interpersonal skills to develop good customer relationships • Utilize interpersonal skills to resolve conflict with others • Communicate clearly and concisely in writing • Demonstrate effective verbal and non-verbal communication in the workplace 	<ul style="list-style-type: none"> • "Discover" Interactive Career Exploration • College Search • Resume-writing • Job application • Cover letter • Mock interviews • Preparatory readings • Guided discussions • Job shadowing • Career research 	<ul style="list-style-type: none"> • Career research paper • Resume • Cover letter • Unit test • Class participation • State CTE Assessment • Mock interview 	<ul style="list-style-type: none"> • "Your Career -- How To Make It Happen" • -Text • --Learner's CD • "Discover" software • DVD -- "Making a Good Impression" • Career/college websites • Bureau of Labor Statistics • Occupational Outlook Handbook • Dictionary of Occupational Titles • Other Career Center DVDs and publications • Local Chambers of Commerce • WHS School-To-Career business partners