



Marketing

Pacing	Standard	Instructional Unit
Ongoing		
	WRS 1-5	Demonstrating Personal Qualities and Abilities
	WRS 6-10	Demonstrating Interpersonal Skills
	WRS 11-22	Demonstrating Professional Competencies
	WRS 23-30	Examining All Aspects of an Industry
	WRS 31-34	Addressing Elements of Student Life
	WRS 35-38	Exploring Work-Based Learning
1st Nine-Weeks		
8 days	8120.39-44	Examining Marketing and Business
4 days	8120.45-47	Planning for Business Operations
7 days	8120.48-53	Communicating in the Workplace
3 days	8120.54-55	Examining Technology in Marketing
7 days	8120.56-61	Developing Professionalism in the Workplace
8 days	8120.62-65	Understanding Economics in Organizations
6 days	8120.66-68	Introducing Information Driven Marketing
2nd Nine-Weeks		
6 days	8120.69-74	Developing Product/Service Planning Skills
5 days	8120.75-77	Examining Channel Management
7 days	8120.78-83	Understanding Product/Service Positioning
5 days	8120.84-86	Pricing Products and Services
8 days	8120.87-97	Promoting Products and Services
7 days	8120.98-104	Selling Products and Services
3 days	8120.105-107	Understanding Risk Management
7 days	8120.108-121	Developing a Career