

Marketing

Fall 2025

Mr. Haynes

gabe.haynes@hpstigers.org

[Class Syllabus](#)

Google Classroom Code(s):

[Period 11](#)

[Test Retake Form](#)

Other teachers who can help me with this class:

Mr. Martinez - Room 152

[Sept 1](#)
[Sept 9](#)
[Sept 15](#)
[Sept 23](#)
[Sept 30](#)
[Oct 6](#)
[Oct 13](#)
[Oct 27](#)
[Oct 28](#)

[Nov 4](#)
[Nov 10](#)
[Nov 18](#)
[Nov 24](#)
[Dec 1](#)
[Dec 9](#)
[Dec 15](#)

Power Essentials and Learning Targets:

Date	Power Essential	Learning Target	In-Class	Assignments
Friday August 15	Students will learn about the classroom expectations.	Students will learn Class Norms	Welcome!!!! -----> PBIS & Classroom Expectations -----> Textbook Registration -----> Google Classroom Registration	- Introduction Note Cards 100 Dice Game Name/Food/Hobby Activity - Mr. Haynes PPT Syllabus Hall Pass Expectations

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
			----->	Tornado/Fire/SRP Drill Protocols Questions???? - Register from link in Google Classroom - Links at the top of this weekly planner	
Tuesday August 19	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell ringer Seating Chart Smart Goals Sign Up for Morning Brew (MB) Team Building Activity Rock Paper Scissors Splits	- Morning Brew - Marketing Brew	
Thursday August 21	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer - Complete Color Summer Fun! Activity Learn & Discuss Learn: 1.1 What is Marketing Check Your Knowledge 1.1 Learn 1.2 Business Needs Marketing Check Your knowledge 1.2 Activity - “9 Functions”	- Check Your Knowledge in MindTap aka Online Textbook - 9 Functions Activity in Google Classroom (GC)	

Monday August 25	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer Review “9 Functions” Activity ***Complete 1.1 Why Study Marketing*** 1.1 Check Your Knowledge (MT) 1.1 Assessment (GC) Learn & Discuss Learn 1.2 - The Need for Marketing Check Your Knowledge 1.2 (MT)	- Assessment 1.1 are found in Google Classroom > Classwork > Chapter 1 - Check Your Knowledge in MindTap (MT) aka Online Textbook	
---------------------	---	--	--	--	--

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
Wednesday August 27	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer - Dope or Nope Review & Complete - Learn 1.2 - The Need for Marketing - Check Your Knowledge 1.2 (MT) - Assessment 1.2 Learn & Discuss - 1.3 Define Marketing Concept - 1.3 CYK (MT)	- Assessment 1.2 are found in Google Classroom > Classwork > Chapter 1 - Check Your Knowledge in MindTap (MT) aka Online Textbook	
Friday August 29	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer - Dope or Nope Review & Complete - 1.3 Define Marketing Concept - 1.3 CYK (MT) Activity - Marketing Mix 4P's Activity (GC)	- Assessment 1.3 & 1.3 are found in Google Classroom > Classwork > Chapter 1 - Check Your Knowledge in MindTap (MT) aka Online Textbook	
Monday September 1	No School - Labor Day				

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
Wednesday September 3	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer - 1.3 Assessment Learn & Discuss - 1.4 The Changing Role of Marketing - 1.4 CYK (MT) Review - Quizlet - Blooket - MindTap **Test Next Class Period**	- Assessment 1.3 & 1.3 are found in Google Classroom > Classwork > Chapter 1 - Check Your Knowledge in MindTap (MT) aka Online Textbook	
Friday September 5	Power Essential 2: Students will understand the customer-oriented nature of marketing and the marketing concept.	Students will describe marketing functions and related activities.	Bell Ringer - 1.4 Assessment - Cognero Sign In Review - Quizlet - Blooket - MindTap Chapter 1 Test - Reflection	- Assessment 1.3 & 1.3 are found in Google Classroom > Classwork > Chapter 1 - Check Your Knowledge in MindTap (MT) aka Online Textbook - Test located in Cognito or on paper copy - Kahoot - Blooket - Quizlet - Gimkit	
Tuesday September 9	Students will identify marketing-information management strategies to understand its	Students will explain the role of ethics in marketing information management.	Bell Ringer - Morning Brew Learn & Discuss - Ch 2.1 The Impact of Marketing Apply		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
	nature and scope.		- 2.1 Check Your Knowledge (MT) - Global Marketing: Borders can be Barriers (GC)		
Thursday September 11	Students will identify marketing-information management strategies to understand its nature and scope.	Students will explain the role of ethics in marketing information management.	Bell Ringer - 2.1 Assessment Review - Ch 2.1 The Impact of Marketing Discuss and Learn - Ch 2.2 Criticisms of Marketing Apply - 2.2 CYK (MT) - CSR Project Introduction ***Retake Form Ch 1 Test Due***		
Monday September 15	Students will identify marketing-information management strategies to understand its nature and scope.	Students will explain the role of ethics in marketing information management.	Bell Ringer - 2.2 Assessment Review - Ch 2.2 Criticisms of Marketing Discuss and Learn - 2.3 Marketing and Social Responsibility Apply - 2.3 CYK (MT) - CSR Project		
Wednesday	Students will	Students will	Bell Ringer		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
September 17	identify marketing-information management strategies to understand its nature and scope.	explain the role of ethics in marketing information management.	- 2.3 Assessment Review - 2.3 Marketing and Social Responsibility Apply - CSR Project Complete		
Friday September 19	Students will identify marketing-information management strategies to understand its nature and scope.	Students will explain the role of ethics in marketing information management.	Bell Ringer - Ch 2 Quiz (MT) Review - Class Review Test - Ch 2 Test (Cognero) - 1 Paragraph Reflection @ the end of Ch 2 Notes ***Ch 1 Retake Due***	Ch 2 Quizlet Ch 2 Blooket Ch 2 Kahoot	
Tuesday September 23	Students will identify marketing-information management strategies to understand its nature and scope.	Students will explain the role of ethics in marketing information management.	Bell Ringer - Presentation Order Review - CSR Rubric Presentations - CSR Presentations		
Thursday September 25	Students will identify marketing-information management	Students will explain the role of ethics in marketing information	Bell Ringer - Dope or Nope Review - Presentation Review		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
	strategies to understand its nature and scope.	management.	Documentary - Buy Now: The Shopping Conspiracy (Netflix)		
Friday September 26	No School - Professional Development Day				
Tuesday September 30	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society	Students will distinguish between economic goods and services as well as explain the principles of supply and demand.	Bell Ringer - Marketing Brew Learn & Discuss - Ch 3.1 Scarcity & Private Enterprise - Ch 3.1 Check Your Knowledge (MT) - Ch 3.2 The law of Supply and Demand - Ch 3.2 Check Your Knowledge (MT) Apply - Think Critically Assignment (GC) - EconEdLink: Supply & Demand Game Documentary — Buy Now: The Shopping Conspiracy (Netflix) Start @ 30:52	- EconEdLink: Supply & Demand Game - With Partners In Google Classroom read and answer the on the Ch 3 Think Critically Assignment	
Thursday October 2	Recognize the customer-oriented nature of marketing and	Students will distinguish between economic goods and	Bell Ringer - 3.1 and 3.2 Assessment Review	- Review Econ: 20 Questions - MRU Interactive	

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
	analyze the impact of marketing activities on the individual, business, and society	services as well as explain the principles of supply and demand.	- Ch 3.1 Scarcity & Private Enterprise - Ch 3.2 The law of Supply and Demand Learn & Discuss - Ch 3.3 Types of Competition - Ch 3.3 Check Your Knowledge (MT) - Ch 3.4 Economic Utility - Ch 3.4 Check Your Knowledge (MT) Apply - Review Econ: 20 Questions - MRU Interactive Documentary — Buy Now: The Shopping Conspiracy (Netflix) Start @ 30:52		
Monday October 6	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society	Students will distinguish between economic goods and services as well as explain the principles of supply and demand.	Bell Ringer - 3.3 and 3.4 Assessment Review - Ch 3.3 Types of Competition - Ch 3.4 Economic Utility - Ch 3 Quiz (MT) - Ch 3 Class Review Test - Ch 3 Test (Cognero) - 1 paragraph reflection Documentary	Ch 3 Quizlet Ch 3 Blooket Ch 3 Kahoot Ch 3 Gimkit	

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
			- Buy Now: The Shopping Conspiracy (Netflix) Start @ 30.52		
Wednesday October 8	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society	Students will distinguish between economic goods and services as well as explain the principles of supply and demand.	Bell Ringer - Handout Notes Documentary - Buy Now: The Shopping Conspiracy (Netflix) Start @ 30.52		
Friday October 10	Apply the concepts and marketing strategies utilized to determine and target a select market.	Students will analyze and describe the importance of each of the components of the marketing mix using customer's rational and emotional buying motives and decisions.	Bell Ringer Learn & Discuss - Ch 4.1 Changes in Today's Marketing - Ch 4.1 Check Your Knowledge (MT) Apply - Working in Teams during the learn & Discuss		
Tuesday October 14	Pre-ACT Testing Day				
Wednesday	Apply the	Students will	Bell Ringer		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
October 15	concepts and marketing strategies utilized to determine and target a select market.	analyze and describe the importance of each of the components of the marketing mix using customer's rational and emotional buying motives and decisions.	- 4.1 Assessment Review - Ch 4.1 Changes in Today's Marketing Learn & Discuss - Ch 4.2 Plan A Marketing Strategy - Ch 4.2 Check Your Knowledge (MT) Apply - Dope or Nope		
Thursday October 16	No School - Teacher Work DayNo School - PTC Payback Day				
Friday October 17	No School - PTC Payback Day				
Tuesday October 21	Apply the concepts and marketing strategies utilized to determine and target a select market.	Students will analyze and describe the importance of each of the components of the marketing mix using customer's rational and emotional buying motives and decisions.	Bell Ringer - 4.2 Assessment Review - Ch 4.2 Plan A Marketing Strategy Learn & Discuss - Ch 4.3 Consumers & Competitors - Ch 4.3 Check Your Knowledge (MT) Apply - Case Study ***Review Smart Goals***	- Case Study Nike: "Gear Up" for Back to School is	

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
				located in Google Classroom.	
Thursday October 23	Apply the concepts and marketing strategies utilized to determine and target a select market.	Students will analyze and describe the importance of each of the components of the marketing mix using customer's rational and emotional buying motives and decisions.	Bell Ringer - 4.3 Assessment Review - Ch 4.3 Consumers & Competitors Learn & Discuss - Ch 4.4 The Varied Role of Marketing - Ch 4.4 Check Your Knowledge (MT) Apply -		
Monday October 27	Apply the concepts and marketing strategies utilized to determine and target a select market.	Students will analyze and describe the importance of each of the components of the marketing mix using customer's rational and emotional buying motives and decisions.	Bell Ringer - 4.4 Assesment Review - Ch 4.4 The Varied Role of Marketing - MindTap Quiz - In Class Review Test - Ch 4 Test (Cognero)	Ch 4 Quizlet Ch 4 Blooket Ch 4 Gimkit Ch 4 Kahoot	
Wednesday October 29	Apply the concepts and marketing strategies utilized to	Explain factors that influence customer/client/b business buying behavior. Analyze	Bell Ringer - Global Marketing: Television Marketing Around the Globe Learn & Discuss	- MindTap - Students read on their own, think/pair/share - Group discussion in	

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
	determine and target a select market.	customer's rational and emotional buying motives and decisions.	- Ch 5.1 Understand Consumer Behavior - Ch 5.1 Check Your Knowledge (MT) Apply - Internet Activity: Ch 5 ***Ch 3 Test Retake Due*** ***Ch 4 Test Retake Form Due**	class - Print handout (Drive-Supplimental- Ch 5) - Groups of 2 - Share results in class	
Friday October 31	No School - Teacher Work Day				
Monday November 3	Apply the concepts and marketing strategies utilized to determine and target a select market.	Explain factors that influence customer/client/b business buying behavior. Analyze customer's rational and emotional buying motives and decisions.	Bell Ringer - 5.1 Assessment Review - Ch 5.1 Understand Consumer Behavior Learn & Discuss - Ch 5.2 What Motivates Buyers? - Ch 5.2 Check Your Knowledge (MT) Apply - Customer Motives and Decision Making Worksheet		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
				- Paper Handout in class	
Wednesday November 5	Apply the concepts and marketing strategies utilized to determine and target a select market.	Explain factors that influence customer/client/business buying behavior. Analyze customer's rational and emotional buying motives and decisions	Bell Ringer - 5.2 Assessment Review - Ch 5.2 What Motivates Buyers? - Customer Motives and Decision Making Worksheet Learn & Discuss - Ch 5.3 Influence Consumer Decisions - Working in Teams on slides - Ch 5.3 Check Your Knowledge (MT)		
Friday November 7	Apply the concepts and marketing strategies utilized to determine and target a select market.	Explain factors that influence customer/client/business buying behavior. Analyze customer's rational and emotional buying motives and decisions	Bell Ringer - 5.3 Assessment Review - Ch 5.3 Influence Consumer Decisions - Ch 5 Quiz Review (MT) - Class Review Test - Ch 5 Test (Cognero) ***Ch 4 Test Retake Due***	Ch 5 Blooket Ch 5 Gimkit	
Tuesday November 11	Identify marketing information strategies to understand its	Identify the need for marketing data used to monitor marketing decision making	Bell Ringer - Marketing Brew Review - Marketing Brew Articles		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
	nature and scope		Learn & Discuss - Ch 6.1 Understanding the Need for Marketing Information - 6.1 Check Your Knowledge (MT) - Ch 6.2 Find and Manage Marketing Information - 6.2 Check Your Knowledge (MT)		
Thursday November 13	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Bell Ringer - 6.1 Assessment - 6.2 Assessment Review - Ch 6.1 Understanding the Need for Marketing Information - Ch 6.2 Find and Manage Marketing Information Learn & Discuss - Ch 6.3 Use Marketing Research - 6.3 Check Your Knowledge (MT) - 6.4 Collecting Primary Data - 6.4 Check Your Knowledge (MT) ***Ch 5 Test Retake Form Due***		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
Monday November 17	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Bell Ringer - 6.3 Assessment - 6.4 Assessment Review - Ch 6.3 Use Marketing Research - 6.4 Collecting Primary Data Apply - Concert Festival Research Project(GC)		
Wednesday November 19	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Bell Ringer Apply - Concert Festival Research Project(GC)		
Friday November 21	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Bell Ringer Apply - Concert Festival Research Project(GC)		
Tuesday November 25	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Presentations ***Ch 5 Test Retake Due***		
Wednesday	No School - Thanksgiving Break				

November 26				
Thursday November 27	No School - Thanksgiving Break			
Friday November 28	No School - Thanksgiving Break			
Tuesday December 2	Identify marketing information strategies to understand its nature and scope	Identify the need for marketing data used to monitor marketing decision making	Presentations	Brooklyn & Ayden
Thursday December 4	Apply the concepts and marketing strategies utilized to determine and target a select market.	Identify strategies utilized in the elements of market segmentation.	Bell Ringer - Presentation Review Learn & Discuss - 7.1 Focus on Marketing Segments - 7.1 Lesson Review - 7.2 Position for Competitive Advantage - 7.2 Lesson Review Apply - Gym Shark Market Segmentation	

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
Monday December 8	Apply the concepts and marketing strategies utilized to determine and target a select market.	Identify strategies utilized in the elements of market segmentation.	Bell Ringer - 7.1 Assessment - 7.2 Assessment Review - 7.1 Focus on Marketing Segments - 7.2 Position for Competitive Advantage Learn & Discuss - 7.3 Compete for Marketing Segments - 7.3 Lesson Review - 7.4 Learn about the Competition - 7.4 Lesson Review Apply - Gym Shark Market Segmentation (Continued)		
Wednesday December 10	Apply the concepts and marketing strategies utilized to determine and target a select market.	Identify strategies utilized in the elements of market segmentation.	Bell Ringer - 7.3 Assessment - 7.4 Assessment Review - 7.3 Compete for Marketing Segments - 7.4 Learn about the Competition - In Class Review Test - Ch 7 Test		

Date	Power Essential	Learning Target	In-Class Activities	Assignments	Activities for Success
			Presentations - Brooklyn & Aiden - Tsiji & Jeshua		
Friday December 12			Semester Test Review/ Work Day		
Tuesday December 16			Semester Test Review		
Thursday December 18			11th Period Final		