

Pacing Guide: Semester (18 Week) View

David Crockett High School: CTE

Course: Marketing & Management Principles (Grades 11/12)

Pacing Guide: Semester 18 Week

Daniel Boone High School: CTE

Course: Marketing I (Grades: 11-12)

Week(s)	State Standard(s)	Main Topics
Week 1		<ul style="list-style-type: none">● Introduction to Course● Safety (Safety Precautions, Security Precautions, Handling Accidents)
Week 2	State Standards 1, 2 (Role of Marketing) (Marketing Mix)	<ul style="list-style-type: none">● Marketing & The Marketing Concept● 5 Utilities & The 4 P's of the Marketing Mix
Week 3, 4	State Standard 3, 4 (Economics) (International Marketing and the Global Marketplace)	<ul style="list-style-type: none">● Concept of Economy● Economic Indicators (GDP, Inflation, ETC.)● Business Cycle and Factors of Production● Nature of International Trade
Week 5, 6	State Standard 1, 2 (Continued Role of Marketing, Marketing Mix)	<ul style="list-style-type: none">● Project 1 – Product Development
Week 7	State Standards 5 (Channel Management)	<ul style="list-style-type: none">● Management Structures & Functions
Week 8	State Standard 6 (Selling)	<ul style="list-style-type: none">● Feature/Benefit Selling● Customer Relationship Management
Week 9	State Standard 1,2,6 (Role of Marketing) (Marketing Mix) (Product Development, Branding, Packaging, Labeling)	<ul style="list-style-type: none">● PowerPoint/Slides Brand/Product Research & Presentation Project

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Week 10, 11	State Standard 8 (Promotion)	<ul style="list-style-type: none">• Types of Promotion & The Promotional Mix• Print Advertising
Week 12	State Standard 8 (Promotion)	<ul style="list-style-type: none">• Advertisement Preparation & Presentation
Week 13	State Standard 5 (Distribution & Channel Management)	<ul style="list-style-type: none">• Major modes of transportation/Advantages & Disadvantages• Distribution Centers and Warehousing
Week 14	State Standard 6 (Product Development, Branding, Packaging, Labeling)	<ul style="list-style-type: none">• Pricing Function
Week 15	State Standard 6 (Product Development, Branding, Packaging, Labeling)	<ul style="list-style-type: none">• Branding Strategies• Types of Brands• Packaging/Labeling Functions
Week 16, 17	State Standard 1, 2, 5, 6, 8 (Final Project)	<ul style="list-style-type: none">• Marketing Campaign Tri-Fold Presentation Boards
Week 18	State Standard 9 (Career Development)	<ul style="list-style-type: none">• Career Exploration & Planning• Resumes