

Scope & Sequence

Marketing 52.1801.00 Updated 8/1/2023

Year 1, Semester 1

Unit 1 Classroom 14 hours Lab 18 hours Unit Name: The 4 P's of Marketing Tech. Stds: 2.0, 4.0, 5.0, 8.0, 10.0 Academic Stds: Prof Stds: 1.0, 2.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Role Plays	Unit 2 Classroom 8 hours Lab 12 hours Unit Name: Introduction to Marketing Tech. Stds: 2.0, 5.0 Academic Stds: Prof Stds: 8.0 Industry Stds: Academic Integration: Work Based Learning: Student Store, Oktoberfest CTSO Integration: DECA Role Plays	Unit 3 Classroom 8 hours Lab 12 hours Unit Name: Functions of Marketing Tech. Stds: 2.0, 4.0 Academic Stds: Prof Stds: 7.0 Industry Stds: Academic Integration: Work Based Learning: Student Store, photo booth CTSO Integration: DECA Role Plays
Unit 4 Classroom 18 hours Lab 20 hours Unit Name: Target Market Tech. Stds: 3.0, 4.0 Academic Stds: Prof Stds: 6.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Fall Conference	Unit 5 Classroom 10hours Lab 12 hours Unit Name: Selling Tech. Stds: 1.0, 5.0, 9.0 Academic Stds: Prof Stds: 1.0, 4.0, 5.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Exam Practice	

Year 1, Semester 2

Unit 6 Classroom 13hours Lab 15 hours Unit Name: Marketing Research Tech. Stds: 7.0 Academic Stds: Prof Stds: .3.0, Industry Stds: Academic Integration: Work Based Learning: Student Store, photo booth CTSO Integration: DECA Fall Conference	Unit 7 (12 days) Classroom 10hours Lab 12 hours Unit Name: Buying Motives Tech. Stds: 3.0, 4.0 Academic Stds: Prof Stds: 5.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Integrated Marketing Campaign	Unit 8 (15 days) Classroom 13hours Lab 15 hours Unit Name: Functions & Components of Marketing Tech. Stds: 6.0 Academic Stds: Prof Stds: Industry Stds: 1.0 Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Integrated Marketing Campaign
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<u>Unit 9 (20 days)</u> Classroom 18 hours Lab 20 hours Unit Name: Branding & Packaging Tech. Stds: 4.0, 8.0 Academic Stds: Prof Stds: 5.0 Industry Stds: Academic Integration: Work Based Learning: Student Store DECA State Conference	<u>Unit 10 (10 days)</u> Classroom 8 hours Lab 10 hours Unit Name: Distribution Channels Tech. Stds: 8.0 Academic Stds: Prof Stds: 4.0, 5.0 Industry Stds: Academic Integration: Work Based Learning: Student Store DECA National Conference	
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Marketing 52.1801.00 Updated 8/1/2023

Year 2, Semester 1		
<u>Unit 1 (15 days)</u> Classroom 13 hours Lab 15 hours Unit Name: The Changing Market Place Tech. Stds: 2.0, 3.0, 6.0 Academic Stds: Prof Stds: 3.0, 6.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Role Plays	<u>Unit 2 (10 days)</u> Classroom 8 hours Lab 10 hours Unit Name: Management & Leadership Tech. Stds: 9.0 Academic Stds: Prof Stds: 4.0, 7.0 Industry Stds: RISE-Up – Retail Industry Fundamentals Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Role Plays	<u>Unit 3 (20 days)</u> Classroom 18 hours Lab 18 hours Unit Name: Sales Methods Tech. Stds: 4.0, 5.0 Academic Stds: Prof Stds: 5.0, 8.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Role Plays
<u>Unit 4 (10 days)</u> Classroom 8 hours Lab 10 hours Unit Name: Economics & the Global Economy Tech. Stds: 1.0 Academic Stds: Prof Stds: Industry Stds: Academic Integration: Work Based Learning: Student Store DECA Fall Conference	<u>Unit 5 (20 days)</u> Classroom 18 hours Lab 20 hours Unit Name: Business & Law Ethics Tech. Stds: 2.0, 4.0, 5.0, 8.0 Academic Stds: Prof Stds: 8.0 Industry Stds: Academic Integration: Work Based Learning: Student Store CTSO Integration: DECA Business Operations Research	

Year 2, Semester 2

<u>Unit 6 (17 days)</u> Classroom 15hours Lab 17 hours Unit Name: Financial Pricing Tech. Stds: 1.0, 10.0 Academic Stds: Prof Stds: 9.0 Industry Stds: Academic Integration: Work Based Learning: Student Store DECA Regional Conference	<u>Unit 7 (20 days)</u> Classroom 18 hours Lab 20 hours Unit Name: Promotional & Digital Marketing Tech. Stds: 6.0, 10.0 Academic Stds: Prof Stds: Industry Stds: Academic Integration: Work Based Learning: Student Store, microbusiness project. DECA State Conference	<u>Unit 8 (10 days)</u> Classroom 8 hours Lab 10 hours Unit Name: TSA Review Tech. Stds: 1.0, 2.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0 Academic Stds: Prof Stds: 1.0, 2.0 Industry Stds: Academic Integration: Work Based Learning: Student Store, microbusiness project. ADE Technical Skills Assessment
<u>Unit 9 (35 days)</u> Classroom 33 hours Lab 35 hours Unit Name: Marketing Plans Tech. Stds 3.0, 5.0, 6.0, 7.0, 9.0 Academic Stds: Prof Stds: 8.0 Industry Stds: RISE-Up Business of Retail; Warehouse, Inventory & Logistics; Customer Service and Sales Academic Integration: Work Based Learning: Student Store, photo booth CTSO Integration: DECA Business Operations Research	Industry Certification Testing DECA National Conference	