

Dyersburg High School
Marketing II
Pacing Guide

Semester 1

Week 1: Course Introduction & Review of Marketing I Concepts

- **Standard:** 1.0 – Review of fundamental marketing concepts.
- **Topics:**
 - Recap of the marketing mix (Product, Price, Place, Promotion).
 - Overview of market segmentation and target markets.
 - Setting expectations for Marketing II.

Week 2-3: Advanced Market Research

- **Standard:** 2.0 – Conduct comprehensive market research.
- **Topics:**
 - Market research methods (qualitative and quantitative).
 - Designing surveys and questionnaires.
 - Analyzing and interpreting market data to guide decisions.

Week 4-5: Consumer Behavior Analysis

- **Standard:** 3.0 – Analyze complex consumer behavior patterns.
- **Topics:**
 - Psychological, social, and cultural factors influencing buying decisions.
 - Behavioral segmentation.
 - Predicting consumer trends.

Week 6-7: Strategic Marketing Planning

- **Standard:** 4.0 – Develop strategic marketing plans.
- **Topics:**
 - Creating SMART marketing objectives.
 - Strategic planning processes and tools (e.g., Ansoff Matrix, BCG Matrix).
 - Long-term vs. short-term planning.

Week 8-9: Product Development and Innovation

- **Standard:** 5.0 – Understand the product development process.
- **Topics:**
 - Steps in product development (concept, design, test, and launch).
 - Product innovation and managing a product portfolio.
 - Case studies of successful product innovations.

Week 10-11: Pricing Strategies in Competitive Markets

- **Standard:** 6.0 – Implement advanced pricing strategies.
- **Topics:**
 - Pricing in different market structures (oligopoly, monopoly, etc.).
 - Psychological pricing techniques.
 - Competitive pricing and value-based pricing strategies.

Week 12-13: Integrated Marketing Communications (IMC)

- **Standard:** 7.0 – Develop and manage IMC strategies.
- **Topics:**
 - Components of IMC (advertising, public relations, direct marketing, digital marketing).
 - Creating a cohesive promotional message across channels.
 - Measuring IMC effectiveness.

Week 14: Branding and Positioning

- **Standard:** 8.0 – Analyze and develop branding strategies.
- **Topics:**
 - Building brand equity and positioning.
 - Brand differentiation and value proposition.
 - Case studies on successful brand positioning.

Week 15-16: Midterm Review and Exam

- **Topics:**
 - Comprehensive review of Semester 1 topics.
 - Midterm exam.
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Semester 2

Week 17-18: Sales Management

- **Standard:** 9.0 – Explore the role of sales management.
- **Topics:**
 - Managing a sales force.
 - Sales strategies, compensation, and training.
 - Sales performance metrics and reporting.

Week 19-20: Distribution & Supply Chain Management

- **Standard:** 10.0 – Understand advanced distribution strategies.

- **Topics:**
 - Managing distribution channels.
 - The role of logistics and supply chain management in marketing.
 - Inventory control and distribution efficiency.

Week 21-22: E-Commerce and Digital Marketing Strategies

- **Standard:** 11.0 – Implement digital marketing and e-commerce strategies.
- **Topics:**
 - Digital marketing techniques (SEO, SEM, content marketing, email marketing).
 - E-commerce platforms and strategies.
 - Online consumer engagement and conversion tracking.

Week 23-24: International Marketing

- **Standard:** 12.0 – Develop global marketing strategies.
- **Topics:**
 - Understanding global markets and cultural sensitivity.
 - Adapting the marketing mix for international audiences.
 - Case studies in successful international marketing campaigns.

Week 25-26: Entrepreneurship and Innovation in Marketing

- **Standard:** 13.0 – Analyze entrepreneurship's role in marketing.
- **Topics:**
 - The entrepreneurial mindset and innovation in marketing.
 - Launching a marketing-based business.
 - Writing a business and marketing plan.

Week 27-28: Financial Analysis for Marketing Decisions

- **Standard:** 14.0 – Understand the financial aspects of marketing.
- **Topics:**
 - Analyzing marketing budgets and financial statements.
 - Return on marketing investment (ROMI).
 - Budgeting and forecasting for marketing campaigns.

Week 29-30: Ethics and Social Responsibility in Marketing

- **Standard:** 15.0 – Examine ethical and social responsibility issues.
- **Topics:**
 - Ethical dilemmas in marketing.
 - Social responsibility and sustainability in marketing.
 - Legal issues (truth in advertising, data privacy, intellectual property).

Week 31: Capstone Project: Strategic Marketing Plan

- **Standard:** 16.0 – Create a strategic marketing plan as a capstone project.
- **Topics:**
 - Developing a comprehensive marketing plan for a real or hypothetical business.
 - Presentations and peer evaluations.
 - Incorporating market research, financials, and strategic goals.

Week 32: Final Review and Exam

- **Topics:**
 - Comprehensive review of Semester 2 topics.
 - Final exam assessment.
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Additional Notes:

- **Assessments:** Regular assessments including quizzes, projects, and presentations should be utilized to track student progress.
- **Skills Development:** Emphasize advanced critical thinking, analytical skills, and strategic decision-making.
- **Hands-on Learning:** Encourage students to participate in internships, simulations, and real-world projects with local businesses to apply classroom concepts.