



SDST Public Curriculum Planning Document

Course Name/Content Area: Principles of Marketing

Grade: 10-12

Subject: Marketing

Course/Content Area Description/Overview:

This semester-long course introduces students to the exciting world of marketing and its role in driving business success. Students will explore how strong brands are built, why understanding consumers matters, and how businesses turn insights into innovation. Along the way, they'll dive into the 4 P's of marketing—product, price, place, and promotion—and see how they work together to shape strategy. The course concludes with a hands-on project where students partner with a real local business to design and evaluate a marketing promotion, putting their creativity and skills into action.

Overarching Essential Questions for this curriculum plan:

1. What is a brand, and why is building and growing one so important for long-term business success?
2. How do companies use consumer research to spark new ideas and drive business growth?
3. How do companies identify business insights and opportunities and leverage them through innovation?
4. How do the 4 P's of marketing – Product, Price, Place, and Promotion – work together to create business success?
5. What ethical responsibilities do marketers have when creating and managing brands and products?

Major Units of Study:

Unit 1: Marketing Fundamentals: Branding & the Consumer

- The meaning and value of brands
- Consumer Understanding
- Brand Positioning
- Marketing Segmentation

Unit 2: Consumer Understanding

- Market research fundamentals - research design, eliminating bias, the role of quantitative vs. qualitative research
- The role, mechanics & use of different types of marketing research - exploratory, targeting, product development, marketing effectiveness & customer satisfaction
- Marketing Analytics and the role of Marketing Information Systems
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Unit 3: Marketing Strategy, Product, Price & Promotion.

- What is Marketing Strategy & the components of a Marketing Plan
- Marketing Mix and Introduction to the 4P's of Marketing
- The role of Product, Product mix and Portfolio strategy
- The role of Price & Pricing Strategy
- The role of Product place & methods of distribution

Unit 4: Advertising, Media and Promotion

- The role of Advertising, Media and Promotion
- Integrated Marketing Communications
- Fundamentals of Media - types of media, reach & frequency, media measurement

Summative Project - Integrated Marketing Communications

Students will work in teams of 2-3, assigned to a local business. The team will:

- Work with the owner to identify a business need
- Design a survey to gain deeper consumer understanding
- Design a promotional campaign
- Develop the materials that the owner will execute
- Collect data upon completion and measure success
- Report back to the owner in a final presentation

In this course/content area, students will develop mastery in these areas:

	SDST Profile of a Graduate Connections	Focus Skills	Focus Concepts	Connections to Standards
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	Critical Thinking	1. Apply understanding of fundamental concepts around branding to analyze marketing programs and make recommendations 2. Apply understanding of the 4P's to analyze business strategies and explore how these have lead to both failures and successes in market	1, Marketers use their understanding of brand equity to develop advertising and campaigns that lead to business success 2. Marketers use strategy and the 4p's to build, manage and achieve market success	15.9.12.F. Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. 15.9.12.H. Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates. 15.9.12.I. Design a comprehensive promotion plan for a product or service.
	Communication	1. Propose, evaluate and present a comprehensive business plan to a local business	1. Marketers use their understanding of consumers, brands and business needs to create in-market solutions that achieve brand objectives	15.9.12.K. Create a comprehensive marketing plan.
	Problem Solving	1, Design surveys and utilize real data to analyze market performance and identify opportunities	1. Marketers use consumer research and in market data analysis to make informed business decisions	15.9.12.E. Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy. 15.9.12.J. Analyze data collection methods when entering into or expanding a market.

	<i>Self-Motivated Learner</i>	1. Work in a small team to develop and execute a detailed marketing plan with specific deliverables and deadlines	1. Marketers develop complex, multi-faceted plans to meet business objectives against strict timelines and requirements	15.8.12.D. Analyze the effectiveness of a business plan for setting and achieving objectives.
	<i>Global Citizen</i>	1. Analyze marketing both international and domestic marketing programs for effective use of marketing fundamentals	1. Marketing skills are equally applicable across geographic boundaries and can be applied with the same logic and rigour	