

Disclaimer: Teachers frequently make minor changes to activities and sequencing.

Principles of Business, Marketing & Finance PACING GUIDE– Part B

Orientation Module in CANVAS before you begin

Module 1: Marketing in the Global Environment

- Module 1: Overview and ToDo List through Assignment: Marketing Functions
- Assignment: Marketing Functions
- Lesson & Assignment: Target Market YuJa through Assignment: Target Markets Putting it Together
- Lesson & Assignment: Target Market YuJa Assignment Target Marketings Putting it Together
- Lesson: The Marketing Mix through Assignment: The Marketing Mix (4Ps)
- Assignment The Marketing Mix (4Ps)
- Study: How the Economy Affects Business through Assignment: SWOT Intro YuJa
- Assignment SWOT Application
- Lesson Overview: Marketing in Business Organizations through Assignment: Analyzing Organizational Structure
- Assignment: Analyzing Organizational Structure
- Marketing and the Global Environment Wrap Up

Module 2: Understanding the Marketplace

- Module 2: Overview and ToDo Understanding the Marketplace through Study: Creating Products
- Assignment: New Product Development Steps
- Discussion: Product Testing
- Study: Managing Products through Assignment: Product Life Cycle YuJA
- Assignment: Product Life Cycle YuJA
- Module 2 Wrap up through Review: Understanding the Marketplace
- Project: Product Development

Module 3: Marketing Placement and Pricing

- Module 3: Overview and To Do through Assignment: Distribution Reflect & Analyze
- Assignment: Distribution Reflect & Analyze

- Lesson: Direct to Consumer through Assignment: Direct to Consumer
- Explore the Study Retailers and Wholesalers
- Assignment: Direct to Consumer
- Assignment: Direct to Consumer
- Lesson Overview: Pricing and Marketing through Lesson: Calculating Price & Markups
- Study: The Price Is Set through Assignment: Pricing in Practice
- Assignment: Pricing in Practice
- Module 3: Wrap up Marketing Placement and Pricing WrapUp
- Marketing Placement and Pricing Wrap Up TEST

Module 4: Marketing Promotion

- Module 4: Overview and To Do List through Assignment: Analyzing Promotion
- Assignment: Analyzing Promotion
- Study: Sales Promotion through Assignment: Sales Promotion YuJa
- Assignment: Sales Promotion YuJa
- Assignment: TRTW Sales Promotion
- Lesson Overview: Selling and Public Relations through Assignment: Selling, What Can you Spot?
- Lesson Overview: Advertising through Lesson: Effective Advertising
- Assignment: Advertising Quiz Checkin
- Lesson Overview: Marketing Promotion Wrap up through Review: Marketing Promotion
- Major Project: Promoting Your Product

Module 5: Your Future in Business, Marketing, and Finance

- Module 5: Overview and To Do through Assignment: Learn about Yourself Interest Assessment
- Assignment: Learn about Yourself Interest Assessment
- Lesson Overview: Exploring Careers through Assignment Career Research Discussion
- Assignment: Career Research Project
- Discussion: Career Research

Part B Wrap up

- Unit Overview: Part B Wrap up through Review: Part B Review
- Final Exam