Milford Public Schools Curriculum

Department: Business
Course Name: Marketing II
Course Description: Students discover how products are sold and how consumer information is collected to help companies direct their marketing efforts.

UNIT # 1 Marketing Math

Unit Title: Marketing Math
Unit Description: Students learn that marketers use basic math skills in every phase of marketing, including purchasing, advertising and promotion, distribution, price, selling, entrepreneurship, and finance.

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- Math is embedded in all phases of marketing.
- Pricing is one of the cornerstones of business survival.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business? (DEQ)
- Why is math critical to the success of any business?

Content and Skills:
Students will be able to:

- Understand fractions.
- Perform basic math operations with decimal numbers and round answers.
- Convert fractions to decimal equivalents.
- Use a calculator to solve math problems.
- Convert percentages to decimals and decimals to percentages.
- Read graphs used to present mathematical data.

Standards Addressed:
Connecticut State Standard Marketing Education—Performance Standard
C. Marketing: Understand the processes and set of institutions for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

UNIT#2 The Selling Experience, Part One

Unit Title: The Selling Experience, Part One
Unit Description: Selling is a function of marketing that involves one-on-one contact with customers.

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- Effective selling requires extensive product knowledge.
- Effective selling requires an understanding of customers' motives for buying and the decision-making process.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business?
- Why is product knowledge essential for successful selling?
- What is the decision-making process as it pertains to a customer's buying decision?
- What are the seven steps of the sales process?

Content and Skills:
Students will be able to:

- Define selling and different types of selling situations.
- Explain the purpose and goals of selling.
- Define consultative selling.
- Differentiate between rational and emotional buying motives.
- List three levels of customer decision making.
- List the seven steps of the selling process.
- Name three methods for making the initial approach in retail sales.

Marketing Standard State Standard
Standards Addressed:
Connecticut State Standard Marketing Education—Performance Standard
F. Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer.

UNIT #3 The Selling Experience, Part Two

Unit Title: The Selling Experience, Part Two
Unit Description: Students learn how to determine a customer's needs and address them with the appropriate product match.

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- The concept of professional selling has an impact on the entire operation of a business.
- There are different styles and methods for approaching customers.
- Determining a customer's needs are an essential step in the sales process.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business?
- How do sales impact the entire operation of a business?
- Why is it critical to determine a customer's needs before beginning the sales presentation?

Content and Skills:
Students will be able to:

- Explain why determining needs is an essential step in the sales process.
- List three methods for determining needs.
- Demonstrate how business-to-business sales representatives conduct the initial approach.

Standards Addressed:
Connecticut State Standard Marketing Education - Performance Standard
F. Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer.

UNIT # 4 The Selling Experience, Part Three

Unit Title: The Selling Experience, Part Three
Unit Description: Students will understand the goal of product presentation

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- The concept of professional selling has an impact on the entire operation of a business.
- There are distinct techniques that are used in product presentations.
- In the selling process, there is a difference between sales objections and excuses.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business?
- How do sales impact the entire operation of a business?
- What is the difference between objections and excuses?

Content and Skills:
Students will be able to:

- Describe the goal of product presentation.
- List the four techniques that create a lively and effective product presentation.
- Distinguish objections from excuses.
- Explain the five buying decisions on which common objections are based.
- List specific methods of handling objections and note when each should be used.

Standards Addressed:
Connecticut State Standard Marketing Education - Performance Standard
F. Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer.

UNIT #5 Marketing Research

Unit Title: Marketing Research
Unit Description: Marketing research analyzes results of surveys and other types of data, which help companies make more informed marketing decisions.

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- Marketing research helps companies determine the best approach to a target market.
- Marketing research has an impact on the entire operation of a business.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business?
- What is the purpose of marketing research?
- What is the difference between primary and secondary research information?

Content and Skills:
Students will be able to:

- Explain the purpose of marketing research.
- Identify procedures for gathering information using technology.
- Identify the methods of conducting marketing research..
- Collect and interpret marketing information..
- Identify the elements of a marketing research report..

Standards Addressed:
Connecticut State Standard Marketing Education - Performance Standard
B. Marketing-Information Management: Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

UNIT # 6 Marketing Ethics and Social Responsibility

Unit Title: Marketing Ethics and Social Responsibility
Unit Description: Business ethics are a part of social responsibility and play a role in decisions made by businesses that affect all stakeholders.

LEARNING GOALS

Enduring Understanding(s):

- To provide quality academic programs that prepare students for responsible professional careers in business education and training and development.
- Social responsibility and ethics have become important business topics since the many corporate scandals in the recent past.

Essential Question(s):

- How do our programs prepare our students for responsible professional careers in business?
- How do we prepare students for the ethical dilemmas that businesses face each day?

Content and Skills:

Students will be able to:

- Provide examples of business's social responsibilities.
- Explain the concept of business ethics.
- Apply guidelines for ethical behavior.
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Standards Addressed:
Connecticut State Standard Marketing Education—Performance Standard
C. Marketing: Understand the processes and set of institutions for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.