

Pacing Guide: Semester (18 Week) View

David Crockett High School: CTE

Course: Marketing & Management Principles (Grades 11/12)

Week(s)	State Standard(s)	Main Topics
Week 1		● Introduction to Course ● Safety (Safety Precautions, Security Precautions, Handling Accidents)
Week 2	State Standards 1, 2 (Role of Marketing) (Marketing Mix)	● Marketing & The Marketing Concept ● 5 Utilities & The 4 P's of the Marketing Mix
Week 3, 4	State Standard 3, 4 (Economics) (International Marketing and the Global Marketplace)	● Concept of Economy ● Economic Indicators (GDP, Inflation, ETC.) ● Business Cycle and Factors of Production ● Nature of International Trade
Week 5, 6	State Standard 1, 2 (Continued Role of Marketing, Marketing Mix)	● Project 1 – Product Development
Week 7	State Standards 5 (Channel Management)	● Management Structures & Functions
Week 8	State Standard 6 (Selling)	● Feature/Benefit Selling ● Customer Relationship Management
Week 9	State Standard 1,2,6 (Role of Marketing) (Marketing Mix) (Product Development, Branding, Packaging, Labeling)	● PowerPoint/Slides Brand/Product Research & Presentation Project
Week 10, 11	State Standard 8 (Promotion)	● Types of Promotion & The Promotional Mix ● Print Advertising

Pacing Guide: Semester (18 Week) View

David Crockett High School: CTE

Course: Marketing & Management Principles (Grades 11/12)

Week 12	State Standard 8 (Promotion)	● Advertisement Preparation & Presentation
Week 13	State Standard 5 (Distribution & Channel Management)	● Major modes of transportation/Advantages & Disadvantages ● Distribution Centers and Warehousing
Week 14	State Standard 6 (Product Development, Branding, Packaging, Labeling)	● Pricing Function
Week 15	State Standard 6 (Product Development, Branding, Packaging, Labeling)	● Branding Strategies ● Types of Brands ● Packaging/Labeling Functions
Week 16, 17	State Standard 1, 2, 5, 6, 8 (Final Project)	● Marketing Campaign Tri-Fold Presentation Boards
Week 18	State Standard 9 (Career Development)	● Career Exploration & Planning ● Resumes