



Leonia School District

Introduction to Marketing

Grades 9-12

Course Description (620)

The mission of this course is to enable students to understand and apply basic marketing principles; to make rational economic decisions; to understand the value of community service; and to exhibit social responsibility.

Pacing Guide

Time Frame	Unit Title
Week 1-8	Marketing and the Marketing Concept
Week 9-14	Economics
Week 15-23	Promotion
Week 24-31	Advertising
Week 32-39	Personal Selling

Born on:

Board Approved:

Readopted:

Unit 1 - Marketing and the Marketing Concept

Goals/Objectives of Unit:

- A base of knowledge of marketing practices and principles.
- To be a successful marketer, you need to understand the marketing skills, marketing core functions and basic tools of marketing
- Marketing supports competition and offers benefits to consumers
- Marketing is all around us
- The school store is the lab for the marketing program

Core Instructional Resources/Materials:

Create a story integrating the marketing functions
Read news articles pertaining to concepts and identify terms and concepts
DECA Role Plays for problem solving and communication skill building
Scope of marketing
Each marketing core function
The marketing Concept
Benefits of marketing
Concept of utility and examples
Market segmentation
How to operate the school store cash register
How to provide customer service in the school store
MCGraw Hill- Marketing Essentials
Competition University
DECA.org

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Marketing Management (MK - MGT)

9.3.MK - MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.

9.3.MK - MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

9.3.MK - MGT.7 Communicate information about products, services, images and/or ideas.

Merchandising (MK - MER)

9.3.MK - MER.2 Plan, manage and monitor day-to-day merchandising activities.

Professional Sales Career Pathway (MK - SAL)

9.3.MK - SAL.2 Apply sales techniques to meet client needs and wants.

Unit 2 - Economics

<p>Goals/Objectives of Unit:</p> <ul style="list-style-type: none"> An economy is a nation's method for making economic choices that involve how it will use its resources to produce and distribute goods and services to meet the needs of its population 	<p>Core Instructional Resources/Materials:</p> <ul style="list-style-type: none"> -work with partners to discuss economies -plot supply and demand graph -discuss products that would have inelastic/elastic demand Content Vocabulary private enterprise patent trademark copyright competition price competition nonprice competition monopoly business risk profit supply demand demand elasticity elastic demand inelastic demand human risk natural risk economic risk
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NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Business Management And Administration Career Cluster ®

Career Cluster®: Business Management And Administration (BM)

9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.

9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.

General Management (BM-MGT)

9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.

Unit 3 - Promotion

<p>Goals/Objectives of Unit:</p> <ul style="list-style-type: none"> Promotional Mix is a combination of personal selling, advertising, direct marketing, sales promotion and public relations makes up the promotional mix. Sales promotion includes different techniques to increase sales and inform customers about a company's products. 	<p>Core Instructional Resources/Materials:</p> <p>Working in groups, students will collaborate to create a promotional campaign for a sponsor of their choice. The campaign will be presented to the class for evaluation.</p> <p>Mc Graw : Marketing Essentials Competition University DECA.org</p>
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NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Architecture & Construction Career Cluster ®

Design/pre-construction (AC-DES)

9.3.12.AC-DES.2 Use effective communication skills and strategies (listening, speaking, reading, writing and graphic communications) to work with clients and colleagues.

9.3 – Career & Technical Education (CTE): Arts, A/v Technology & Communications Career Cluster ®

Career Cluster®: Arts, A/v Technology & Communications (AR)

9.3.12.AR.6 Evaluate technological advancements and tools that are essential to occupations within the Arts, A/V Technology & Communications Career Cluster.

Journalism & Broadcasting (AR-JB)

9.3.12.AR-JB.3 Plan and deliver a media production (e.g., broadcast, video, Internet and mobile).

9.3.12.AR-JB.4 Demonstrate technical support related to media production (e.g., broadcast, video, Internet, mobile).
Telecommunications (AR-TEL)

9.3.12.AR-TEL.3 Demonstrate decision making, problem-solving techniques and communication skills when providing services for customers.

9.3 – Career & Technical Education (CTE): Education & Training Career Cluster ®

Career Cluster®: Education & Training (ED)

9.3.12.ED.2 Demonstrate effective oral, written and multimedia communication in multiple formats and contexts.

9.3.12.ED.3 Use critical thinking to process educational communications, perspectives, policies and/or procedures.

9.3 – Career & Technical Education (CTE): Information Technology Career Cluster

Career Cluster®: Information Technology (IT)

9.3.IT.1 Demonstrate effective professional communication skills and practices that enable positive customer relationships.

Web & Digital Communications (IT-WD)

9.3.IT-WD.1 Analyze customer requirements to design and develop a Web or digital communication product.

9.3.IT-WD.3 Write product specifications that define the scope of work aligned to customer requirements.

9.3.IT-WD.4 Demonstrate the effective use of tools for digital communication production, development and project management.

9.3.IT-WD.6 Design, create and publish a digital communication product based on customer needs.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.

9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Unit 4 - Advertising

Goals/Objectives of Unit:

- Companies rely on advertising to inform people about their goods and services and enhance their public image and reputation.
- Advertising is a key element of promotion and businesses use different types of advertising media to promote their products, services and image.

Core Instructional Resources/Materials:

Student note taking
Guest speakers
Videos
Case Studies
Review and discussion questions
Student Presentations

- An integrated advertising campaign involves the creation and coordination of a series of advertisements around a particular theme.

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Information Technology Career Cluster

Web & Digital Communications (IT-WD)

9.3.IT-WD.1 Analyze customer requirements to design and develop a Web or digital communication product.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management (MK-MGT)

9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.

9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.

Unit 5 - Personal Selling

Goals/Objectives of Unit:

- The goal of selling is to help customers make satisfying decisions which creates profitable relationships between buyer and seller.
- A successful selling process includes a series of seven steps.
- In the sales process you analyze your customer's needs and buying motives and use that information to develop the parameters of your product presentation.
- All efforts up to the closing of the sales helps customers make buying decisions.

Core Instructional Resources/Materials:

Mathematical problems
 Student note taking
 Case studies
 Review and discussion questions
 Key terms and definitions
 Purposes and goals of selling
 The different types of selling situations.
 Levels of customer decision making.
 The main focus of preparation of business to business selling/ retail selling.
 The 7 steps of the sale.
 The importance and purpose of the approach and the sales process.
 The importance of determining needs in the sales process.
 The goal of product presentation.
 The five buying decisions which are based on common objections.
 Rules for closing a sale.
 The benefits of suggestion selling.
 The concept of customer relationship management.

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.

Marketing Management (MK-MGT)

9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.

Merchandising (MK-MER)

9.3.MK-MER.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.

General Assessments (may include but not limited to):

Possible Summative Assessment:

- Quizzes
- Tests
- Oral presentation
- Homework

Optional Daily Assessment:

- Exit ticket/survey (game/web-based: [Kahoot!](#), [Pear Deck](#), [EdPuzzle](#), [Plickers](#), [Quizizz](#), [FlipGrid](#), Google Suite)
- Reflection/self-assessment tool
- Graphic organizers
- Anecdotal notes/teacher observations