

Introduction to Marketing Overview

Content Area: **Computer Science & Business**
Course(s): **BUSINESS AND CONSUMER LAW**
Time Period:
Length: **90 Days**
Status: **Published**

Cover

EAST BRUNSWICK PUBLIC SCHOOLS

East Brunswick New Jersey

Superintendent of Schools

Dr. Victor P. Valeski

BOARD OF EDUCATION

Todd Simmens, President

Vicki Becker, Vice President

Susanna Chiu

Robert Cancro

Liwu Hong

Laurie Lachs

Barbara Reiss

Chad Seyler

Meredith Shaw

Course Adoption: 11/17/16

Curriculum Adoption: 11/17/16

Date of Last Revision Adoption: 9/1/2017

Course Overview

COURSE DESCRIPTION

Intro to Marketing is a half year course designed to provide the student with a background in the functions and principles of marketing. Intro to Marketing seeks to expose students to media methods of research, and evaluations that are used to sell a product, service, or business. Hands-on experience is given in copy writing, layout, and production in various media. This course meets the New Jersey mandate of a 21st Century Career requirement for all high school students. This class enables students to apply skills to a variety of activities centered on the 7 Functions of Marketing: management, finance, personal selling, promotion, distribution, pricing, and product. Students will develop assignments and projects that authentically assess learned skills. Students will acquire a strong foundation on how businesses use effective marketing strategies in the business world.

COURSE SCOPE AND SEQUENCE

| Sequential Unit Description | Associated NJ SLS | Marking Period Guide | Other Pacing Guide References | Proficiency Assessments |
|----------------------------------|-------------------|-------------------------|-------------------------------------|----------------------------|
| | | | | Do Nows |
| | 9.3.MK.1 | | | |
| | 9.3.MK.2 | | | Class Discussions/ |
| | 9.3.MK.3 | | | student led |
| Unit 1 - | 9.3.MK.4 | | | questioning |
| Ch 1: Marketing is all around us | 9.3.MK.8 | 1 or 3 | 3 weeks | |
| Ch 2: The marketing plan | 9.3.MK.9 | | | Classwork assignments |
| | 9.3.MK.10 | | | |
| | 9.3.MK-MGT.3 | | | Projects |
| | 9.3.MK-MGT.4 | | | |
| | 9.3.MK-MGT.6 | | | Tests Do Nows |
| Unit 2 - | | | | Class Discussions/ |
| | 9.3.MK.10 | 1 or 3 | 2 weeks | student led |
| Ch 6: Legal and ethical issues | | | | questioning |
| | | | | Classwork |

| | | | | |
|---------------------------------|--------------|--------|---------|-----------------------|
| | | | | assignments |
| | | | | Projects |
| | | | | Tests |
| | | | | Do Nows |
| | 9.3.MK-RES.1 | | | |
| | 9.3.MK-RES.2 | | | |
| | 9.3.MK-RES.3 | | | |
| | 9.3.MK-COM.1 | | | Class Discussions/ |
| | 9.3.MK-COM.2 | | | student led |
| | 9.3.MK-COM.3 | | | questioning |
| Unit 3 - | 9.3.MK-COM.4 | | | |
| Ch 8: Communications skills | 9.3.MK-COM.5 | 1 or 3 | 2 weeks | Classwork assignments |
| | 9.3.MK.9 | | | |
| | 9.3.MK.10 | | | |
| | 9.3.MK-MER.4 | | | Projects |
| | 9.3.MK-MER.7 | | | |
| | 9.3.MK-MGT.7 | | | Tests |
| | | | | Do Nows |
| | 9.3.MK.8 | | | Class Discussions/ |
| | 9.3.MK.9 | | | student led |
| | 9.3.MK.10 | | | questioning |
| Unit 4 - | 9.3.MK-MER.4 | 1 or 3 | 2 weeks | |
| Ch 12: Selling overview | 9.3.MK-MER.6 | | | Classwork assignments |
| | 9.3.MK-MER.7 | | | |
| | 9.3.MK-MGT.7 | | | Projects |
| | | | | |
| | | | | Tests |
| Unit 5 - | | | | Do Nows |
| Ch 17: Promotional concepts and | 9.3.MK.9 | 2 or 4 | 4 weeks | |

| | | | | | |
|---|--------------|--------|---------|--|--|
| strategies | 9.3.MK.10 | | | | Class Discussions/ student led questioning |
| Ch 18: Visual merchandising and display | 9.3.MK-MER.4 | | | | |
| | 9.3.MK-MER.7 | | | | |
| Ch 19: Advertising | 9.3.MK-MER.8 | | | | Classwork assignments |
| | | | | | Projects |
| | | | | | Tests Do Nows |
| | | | | | Class Discussions/ student led questioning |
| Unit 6 - | 9.3.MK.8 | | | | |
| | 9.3.MK.9 | | | | |
| Ch 21: Channels of distribution | 9.3.MK.10 | 2 or 4 | 2 weeks | | Classwork assignments |
| | 9.3.MK-MER.6 | | | | |
| | | | | | Projects |
| | | | | | Tests Do Nows |
| | 9.3.MK.7 | | | | Class Discussions/ student led questioning |
| Unit 7 - | 9.3.MK.10 | | | | |
| | 9.3.MK-MER.5 | 2 or 4 | 2 weeks | | |
| Ch 25: Price planning | 9.3.MK-MGT.5 | | | | Classwork assignments |

Projects

Tests

Do Nows

Class Discussions/

student led
questioning

Unit 8 -

9.3.MK.5

2 or 4

1 week

Ch 37: Identifying career opportunities

Classwork
assignments

Projects

Tests

CONTENT FOCUS AREA AND COURSE NAME

Course Name: Introduction to Marketing

| Course Number | School Numbers | Course Level | Grads(s) | Credits | Min. Per Week | Elective/Required | Initial Course Adopted |
|---------------|----------------|--------------|----------|---------|---------------|-------------------|------------------------|
| 1402 | 050 | S | 10-12 | 2.50 | 210 | E | 10/2016 |

Textbooks and Other Resources

Marketing Essentials - McGraw-Hill

Online resources (ConnectED) through McGraw-Hill

Standards

| | |
|-----------------|---|
| 12.9.3.MK.1 | Describe the impact of economics, economics systems and entrepreneurship on marketing. |
| 12.9.3.MK.2 | Implement marketing research to obtain and evaluate information for the creation of a marketing plan. |
| 12.9.3.MK.3 | Plan, monitor, manage and maintain the use of financial resources for marketing activities. |
| 12.9.3.MK.4 | Plan, monitor and manage the day-to-day activities required for continued marketing business operations. |
| 12.9.3.MK.5 | Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. |
| 12.9.3.MK.6 | Select, monitor and manage sales and distribution channels. |
| 12.9.3.MK.7 | Determine and adjust prices to maximize return while maintaining customer perception of value. |
| 12.9.3.MK.8 | Obtain, develop, maintain and improve a product or service mix in response to market opportunities. |
| 12.9.3.MK.9 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. |
| 12.9.3.MK.10 | Use marketing strategies and processes to determine and meet client needs and wants. |
| 12.9.3.MK-COM.1 | Apply techniques and strategies to convey ideas and information through marketing communications. |
| 12.9.3.MK-COM.2 | Plan, manage and monitor day-to-day activities of marketing communications operations. |
| 12.9.3.MK-COM.3 | Access, evaluate and disseminate information to enhance marketing decision-making processes. |
| 12.9.3.MK-COM.4 | Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities. |
| 12.9.3.MK-COM.5 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. |
| 12.9.3.MK-MER.4 | Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities. |
| 12.9.3.MK-MER.5 | Determine and adjust prices to maximize return and meet customers' perceptions of value. |
| 12.9.3.MK-MER.6 | Obtain, develop, maintain and improve a product or service mix to respond to market opportunities. |
| 12.9.3.MK-MER.7 | Communicate information about retail products, services, images and/or ideas. |
| 12.9.3.MK-MER.8 | Create and manage merchandising activities that provide for client needs and wants. |
| 12.9.3.MK-MGT.3 | Plan, manage and organize to meet the requirements of the marketing plan. |
| 12.9.3.MK-MGT.4 | Access, evaluate and disseminate information to aid in making marketing management decisions. |
| 12.9.3.MK-MGT.5 | Determine and adjust prices to maximize return and meet customers' perceptions of value. |
| 12.9.3.MK-MGT.6 | Obtain, develop, maintain and improve a product or service mix in response to market opportunities. |

| | |
|-----------------|--|
| 12.9.3.MK-MGT.7 | Communicate information about products, services, images and/or ideas. |
| 12.9.3.MK-RES.1 | Plan, organize and manage day-to-day marketing research activities. |
| 12.9.3.MK-RES.2 | Design and conduct research activities to facilitate marketing business decisions. |
| 12.9.3.MK-RES.3 | Use information systems and tools to make marketing research decisions. |

Grading and Evaluation Guidelines

GRADING POLICY

Projects30%

Classwork25%

Tests/Quizzes30%

Class Participation15%

COURSE EVALUATION

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.)

Other Details

12152 Marketing - Comprehensive

Marketing—Comprehensive courses focus on the wide range of factors that influence the flow of goods and services from the producer to the consumer. Topics may include (but are not limited to) market research, the purchasing process, distribution systems, warehouse and inventory control, salesmanship, sales promotions, shoplifting and theft control, business management, and entrepreneurship. Human relations, computers, and economics are often covered as well.