

Fischer 2022 Pacing Guide
Course: Foundations of Marketing2022

Grade:9-10

<u>Months/Days</u>	<u>UNITS</u>	<u>STANDARDS</u>	<u>CONTENT</u> Topics being covered? What do students need to know? (<i>nouns</i>)	<u>ACTIVITIES</u> w/Integration of Technology & Career Ready Practices	<u>ASSESSMENTS</u> What evidence (formative/summative) is utilized to establish that the content, standards, & skills have been mastered?
Sept-Oct. 20 days	Unit 1- Marketing & DECA Foundations	12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results. 9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities. 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations. 12.9.3.MK.6 Select, monitor and manage sales and distribution channels. 12.9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 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.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.		Article Read & Respond Case Studies Analysis Individual and group projects Internet Research Large Group Discussion Online Activities Partner Project/Activities Public Speaking/Student Presentations Reading Activity/Text/Workbook Teacher Lecture/Notes Teacher Provided Activities Marketing Research Papers Profiling Greatness	Marking Period Assessment Alternate Assessment Benchmark Oral Presentation Rubric Performance Task Evaluation Rubric Written Evaluation Rubric • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log • Pair/Share • Peer Evaluation • The Gray Zone

		<p>12.9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>12.9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>12.9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>12.9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>12.9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p>			
Oct – Dec 20 days	Unit 2 – Promotional Concepts	<p>12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.</p> <p>9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.</p> <p>12.9.3.MK.6 Select, monitor and manage sales and distribution</p>		<p>Article Read & Respond</p> <p>Case Studies Analysis</p> <p>Individual and group projects</p> <p>Internet Research</p> <p>Large Group Discussion</p> <p>Online Activities</p> <p>Partner Project/Activities</p> <p>Public Speaking/Student Presentations</p> <p>Reading</p> <p>Activity/Text/Workbook</p> <p>Teacher Lecture/Notes</p> <p>Teacher Provided Activities</p> <p>Marketing Research Papers</p> <p>Profiling Greatness</p>	<p>Marking Period Assessment</p> <p>Alternate Assessment</p> <p>Benchmark</p> <p>Oral Presentation Rubric</p> <p>Performance Task Evaluation Rubric</p> <p>Written Evaluation Rubric</p> <ul style="list-style-type: none"> • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log

		<p>channels.</p> <p>12.9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>12.9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>12.9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>12.9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>12.9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>12.9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p>			<ul style="list-style-type: none"> • Pair/Share • Peer Evaluation • The Gray Zone
Nov-Jan 30 days	Unit 3 – Marketing Strategies & Performance	<p>12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>9.3.21.BM-MGT.1</p>		<p>Article Read & Respond</p> <p>Case Studies Analysis</p> <p>Individual and group projects</p> <p>Internet Research</p> <p>Large Group Discussion</p>	<p>Marking Period Assessment</p> <p>Alternate Assessment</p> <p>Benchmark</p> <p>Oral Presentation</p>

		<p>Describe and follow laws and regulations affecting business operations and transactions. 9.3.12.BM.4</p> <p>Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM-MGT.2</p> <p>Access, evaluate and disseminate information for business decision making. 9.3.12.BM-ADM.3</p> <p>Plan, monitor and manage day-to-day business activities. 9.3.12.BM-MGT.3</p> <p>Apply economic concepts fundamental to global business operations. 12.9.3.MK.6</p> <p>Select, monitor and manage sales and distribution channels. 12.9.3.MK.2</p> <p>Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.12.BM.1</p> <p>Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.5</p> <p>Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.2</p> <p>Describe laws, rules and regulations as they apply to effective business operations. 12.9.3.MK.3</p> <p>Plan, monitor, manage and maintain the use of financial resources for marketing activities. 12.9.3.MK.1</p> <p>Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.12.BM-ADM.2</p> <p>Access, evaluate and disseminate information for business decision making. 9.3.12.BM-BIM.1</p> <p>Describe and follow laws and regulations affecting business operations and transactions. 12.9.3.MK.4</p> <p>Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 12.9.3.MK.10</p> <p>Use marketing strategies and processes to determine and meet client needs and wants. 12.9.3.MK.7</p> <p>Determine and adjust prices to maximize return while</p>		<p>Online Activities Partner Project/Activities Public Speaking/Student Presentations Reading Activity/Text/Workbook Teacher Lecture/Notes Teacher Provided Activities</p> <p>Marketing Research Papers Profiling Greatness</p>	<p>Rubric Performance Task Evaluation Rubric Written Evaluation Rubric</p> <ul style="list-style-type: none"> • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log • Pair/Share • Peer Evaluation • The Gray Zone
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		<p>maintaining customer perception of value.</p> <p>12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p>			
<p>Jan-March 30 days</p>	<p>Unit 4 - Promotional Activities</p>	<p>12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.</p> <p>9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.</p> <p>12.9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>12.9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>12.9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>12.9.3.MK.1 Describe the impact of economics, economics systems and</p>		<p>Article Read & Respond Case Studies Analysis Individual and group projects Internet Research Large Group Discussion Online Activities Partner Project/Activities Public Speaking/Student Presentations Reading Activity/Text/Workbook Teacher Lecture/Notes Teacher Provided Activities</p> <p>Marketing Research Papers Profiling Greatness</p>	<p>Marking Period Assessment Alternate Assessment Benchmark Oral Presentation Rubric Performance Task Evaluation Rubric Written Evaluation Rubric</p> <ul style="list-style-type: none"> • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log • Pair/Share • Peer Evaluation • The Gray Zone

		<p>entrepreneurship on marketing.</p> <p>9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>12.9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>12.9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>12.9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p>			
<p>March-April 35 days</p>	<p>Unit 5 – Business Functions & Ownership</p>	<p>12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.</p> <p>9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.</p> <p>9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.</p> <p>12.9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>12.9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p>		<p>Article Read & Respond</p> <p>Case Studies Analysis</p> <p>Individual and group projects</p> <p>Internet Research</p> <p>Large Group Discussion</p> <p>Online Activities</p> <p>Partner Project/Activities</p> <p>Public Speaking/Student Presentations</p> <p>Reading Activity/Text/Workbook</p> <p>Teacher Lecture/Notes</p> <p>Teacher Provided Activities</p> <p>Marketing Research Papers</p> <p>Profiling Greatness</p>	<p>Marking Period Assessment</p> <p>Alternate Assessment</p> <p>Benchmark</p> <p>Oral Presentation Rubric</p> <p>Performance Task Evaluation Rubric</p> <p>Written Evaluation Rubric</p> <ul style="list-style-type: none"> • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log • Pair/Share • Peer Evaluation • The Gray Zone

		<p>9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.</p> <p>9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.</p> <p>12.9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>12.9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>12.9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>12.9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>12.9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p>			
May-June 40 days	Unit 6 – Marketing Skills for the workplace	<p>12.9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>9.3.21.BM-MGT.1 Describe and follow laws and regulations affecting business operations and transactions.</p> <p>9.3.12.BM.4 Identify, demonstrate and implement solutions in managing</p>		<p>Article Read & Respond</p> <p>Case Studies Analysis</p> <p>Individual and group projects</p> <p>Internet Research</p> <p>Large Group Discussion</p> <p>Online Activities</p> <p>Partner Project/Activities</p>	<p>Marking Period Assessment</p> <p>Alternate Assessment</p> <p>Benchmark</p> <p>Oral Presentation Rubric</p> <p>Performance Task Evaluation Rubric</p>

		<p>effective business customer relationships. 9.3.12.BM-MGT.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities. 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations. 12.9.3.MK.6 Select, monitor and manage sales and distribution channels. 12.9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 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.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 12.9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities. 12.9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making. 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions. 12.9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 12.9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants. 12.9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 12.9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career</p>		<p>Public Speaking/Student Presentations Reading Activity/Text/Workbook Teacher Lecture/Notes Teacher Provided Activities</p> <p>Marketing Research Papers Profiling Greatness</p>	<p>Written Evaluation Rubric</p> <ul style="list-style-type: none"> • Warm-Up • Anticipatory Set • Closure • Brainstorm • Exit Ticket • Learning Log • Pair/Share • Peer Evaluation • The Gray Zone
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