

2024-25	Marketing Applications
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in srv-8/28-29 Week 1 w/e: 9/6 off-9/2 NJCSP-Mums	Unit # 1 Market Planning & Strategies Program Orientation, Grading Policy, Syllabus, Classroom Expectations DECA Orientation Classroom & Professional. expectations, The DECA Connection: campaigns, events, fundraising, competitions,
Week 2 w/e: 9/13	Unit # 1 Market Planning & Strategies Ch 2. The Marketing Plan SMART GOALS Components of the marketing plan Professional Dress Expectations The DECA Connection-competitions, campaigns, events, networking, professionalism, college and career goals. Jeff McCauley-BOE/Research papers
Week 3 w/e: 9/20 BTSN CFA Comm Day	Unit # 1 Market Planning & Strategies Ch 2. The Marketing Plan SMART GOALS Components of the marketing plan Professional Dress Expectations The DECA Connection-competitions, campaigns, events, networking, professionalism, college and career goals Jeff McCauley-BOE/Research papers.
Week 4 w/e: 9/27 PDD Mum PU	Unit # 1 Market Planning & Strategies Ch 2. The Marketing Plan LAP: A winning Plan SMART GOALS Components of the marketing plan Professional Dress Expectations The DECA Connection-competitions, campaigns, events, networking, professionalism, college and career goals. Jeff McCauley-BOE/Research papers
Week 5 w/e: 10/04	Unit #2 Marketing Information Management Explore the DECA connection of competitive events and the market research process Investigate Marketing Information Systems (MIS) Determine the Importance of Marketing Research Analyze the Marketing Research Process Examine Primary Research Methods: Surveys and Interviews, Focus Groups and Observations ch 8.1 Marketing Research Data Qualitative, Quantitative Primary: Observation, Interview, Survey, Diary/Journal, Experiment
Week 6 w/e: 10/11 CFA insrv ½-10/11	Unit #2 Marketing Information Management Examine Secondary Research Methods: Internal and External Data Sources ch 8.1 Marketing Research Data Secondary: Governmental, Market Research, academic Sources, Trade Associations, Internet Trend Research -Social, Demographic, Product.

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	<p>Fads & Trends</p> <p>Market Information Systems (MkIS)</p> <p>Database Mkg.Using AI in Data Collection</p> <p>Jeff McCauley-BOE/Research papers</p> <p>ch 8.2 Conducting Market Research</p> <p>Steps of Marketing Research Process</p> <p>Using Ai in Data Collection/Mining</p> <p>Reliability of Market Research</p> <p>Question Structure - Validity, Bias</p> <p>Research Sample, Data Analysis, Errors</p> <p>(LAP)Market Surveys</p> <p>Interviewing Customers</p> <p>Jeff McCauley-BOE/Research papers</p>
<p>Week 7</p> <p>w/e: 10/18</p> <p>off-10/14</p>	<p>Unit #2 Marketing Information Management</p> <p>ch 8. Marketing Research</p> <p>(LAP)Market Surveys</p> <p>Jeff McCauley-BOE/Research papers</p> <p>Investigate Data Collection Techniques: Questionnaires, Checklists, and Rating Scales</p> <p>Explore Data Analysis Techniques:</p>
<p>Week 8</p> <p>w/e: 10/25</p> <p>PDD</p> <p>Trunk or Treat</p>	<p>Unit #2 Marketing Information Management</p> <p>ch 9-Targeting a Market</p> <p>ch 9.1 Identifying the Market</p> <p>Market Identification:Mass Mkt vs Target Mkt</p> <p>LAP-Have We Met?</p> <p>Segmentation: Geographic, Demographic, Psychographic, Behavioral</p> <p>Customer Profile: Customer Persona</p> <p>Social Media and Influencers</p> <p>Marketing Personalization</p> <p>Jeff McCauley-BOE/Research papers</p>
<p>Week 9</p> <p>w/e: 11/01</p>	<p>Unit #2 Marketing Information Management</p> <p>ch 9.2 Evaluate the Competition</p> <p>Competition: Direct & Indirect,</p> <p>Price & Non-price</p> <p>Market Analysis:</p> <p>LAP: SWOT</p> <p>Competitive Analysis, SWOT Analysis,</p> <p>Environmental Scan</p> <p>Proj: SWOT a Superhero</p> <p>Product Positioning</p> <p>Sales Analysis</p> <p>Descriptive Statistics, Inferential Statistics</p> <p>Examine Data Visualization Techniques: Charts, Graphs, and Dashboards</p> <p>Analyze Data-Driven Decision Making</p> <p>Jeff McCauley-BOE/Research papers</p>

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Week 10 w/e: 11/8 insrv ½-10/11 off-11/7 & 8	Unit #2 Marketing Information Management ch 9.2 Evaluate the Competition Competition: Direct & Indirect, Price & Non-price Market Analysis: LAP: SWOT Competitive Analysis, SWOT Analysis, Environmental Scan Proj: SWOT a Superhero Product Positioning, Sales Analysis Jeff McCauley-BOE/Research papers
Week 11 w/e: 11/15	Unit #2 Marketing Information Management ch 10. Understanding the Customer-CRM 10.1 B2C Customers Consumer Buying Behavior Consumer Buying Influences: Social, Situational, Personal, Psychological Buying Motives Consumer Decision Making Process Consumer Buying Decisions Jeff McCauley-BOE/Research papers
Week 12 w/e: 11/22 PDD	Unit #2 Marketing Information Management ch 10. Understanding the Customer-CRM Trust Is a Must (Ethics in Customer Relationship Management) Determine Ethical Considerations in Marketing Research understand the Role of Technology in MIM Discover DECA Case Studies: A Real-world Application of Marketing Research Explore Future Trends in MIM Jeff McCauley-BOE/Research papers
Week 13 w/e: 11/29 ½-11/27 off-11/28-29	Unit #2 Marketing Information Management 10.2 B2B Customers Segmenting the B2B Market-producer, reseller, service business, governmental market, institution Business-Customer Buying Influences & Decisions Internal vs External new, repeat, & modified purchase Jeff McCauley-BOE/Research papers The DECA Connection, Black Fri Realities
Week 14 w/e: 12/6	Unit #2 Marketing Information Management 10.3 Credit Basics Consumer Credit/Trade Credit Risk & Reward Jeff McCauley-BOE/Research papers The DECA Connection

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	Cyber Monday Promotions
Week 15 w/e: 12/13 DECA test	Unit #2 Marketing Information Management ch 10. Understanding the Customer-CRM 10.2 B2B Customers Segmenting the B2B Market-producer, reseller, service business, governmental market, institution Business-Customer Buying Influences & Decisions Internal vs External new, repeat, & modified purchase Jeff McCauley-BOE/Research papers
Week 16 w/e: 12/20 ½-12/20	Unit #2 Marketing Information Management Research Papers Jeff McCauley-BOE/Research papers Holiday Commercial Critique DECA COMPETITION PREP
Week 17 w/e: 1/3/25 off- 12/30-31 off 1/1	Unit 3: Economic Principles & Concepts NY Resolution Activity DECA COMPETITION PREP Explore Basic Economic Concepts
Week 18 w/e: 1/10 Districts 1/6	Unit 3: Economic Principles & Concepts ch 5.1 Economic Principles Concept of economics. Factors of production. Land, labor, Capital, Infrastructure, Entrepreneurship, The economic problem 3 Economic Questions Scarcity, Tradeoffs & Opportunity Costs (Picking & Choosing) Diminishing Return (Pillow Factory) Investigate Scarcity and Opportunity Cost RESEARCH PAPERS
Week 19 w/e: 1/17 PDD n/c CFA 20pg-1/16 full insrv-1/17	Unit 3: Economic Principles & Concepts ch 5.1 Economic Principles Systemic Decision Making Process WRITING EXECUTIVE SUMMARIES RESEARCH PAPERS
Week 20 w/e: 1/24 off-1/20	Unit 3: Economic Principles & Concepts ch 5.2 Economic Systems & Mkt Force Economic Systems Traditional, Command, Free enterprise/Mkt Characteristics of Free Enterprise

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	<p>Examine Economic Systems: Traditional, Command, Market, and Mixed</p> <p><u>ch 5.2 Economic Systems & Mkt Forces</u></p> <p>Market forces:</p> <p>Supply & Demand, Equilibrium, Profit Motive</p> <p>Competition,</p> <p>Determine Supply and Demand and its shifts</p> <p>Price Controls: Price Ceilings and Price Floors</p>
<p>Week 21 w/e: 1/31</p>	<p>Unit 4: Economic Activities & Conditions</p> <p><u>ch 6.1 Economic Measurement</u></p> <p>Economic Indicators</p> <p>GDP (GDP of Djibouti), Inflation</p> <p>Standard of Living, CPI, Interest Rates,</p> <p>Super Bowl project</p> <p>The Role of Government in the Economy</p> <p>Money and Banking: Functions and Roles</p> <p>Monetary Policy and Economic Stability</p> <p>Economic Growth and Development</p>
<p>Week 22 w/e: 2/7 DECA testing Super Bowl 2/9</p>	<p>Unit 4: Economic Activities & Conditions</p> <p><u>ch 6.1 Economic Measurement</u></p> <p>Economic Indicators</p> <p>Labor Force,</p> <p>(LAP) Organized Labor</p> <p>(LAP) Division of Labor</p> <p>(LAP) Specialization of Labor</p> <p>Super Bowl Recap</p> <p>Unemployment rate, Productivity</p>
<p>Week 23 w/e: 2/14 PDD/CFA off-2/14</p>	<p>Unit 4: Economic Activities & Conditions</p> <p><u>ch 6.1 Economic Measurement</u></p> <p>Stock & Bond Mkts, Business Cycle,</p> <p>Economic Indicators & the states of the business cycle</p>
<p>Week 24 w/e: 2/21 off-2/17</p>	<p>Unit 4: Economic Activities & Conditions</p> <p><u>ch 6.2 Government & the Economy</u></p> <p>Basic Market Structures</p> <p>(Monopoly, Oligopoly, monopolistic competition, Perfect Competition)</p> <p>Price & Non-price Competition</p>
<p>Week 25 w/e: 2/28</p>	<p>Unit 4: Economic Activities & Conditions</p> <p><u>ch 6.2 Government & the Economy</u></p> <p>Role of Gov't in Business:</p> <p>fiscal policy / monetary policy</p> <p>Federal Reserve System & its purpose:</p> <ul style="list-style-type: none"> -Promote Public Services -Provide legal framework -Laws & Regulation:: AntiTrust Laws

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	-Promote legal framework: price-fixing, collusion, externality
Week 26 w/e: 3/7 States 3/4-3/6	Unit 4: Economic Activities & Conditions ch 7.1 The Global Business Environment Reasons for International Trade: Examine Money and Banking: Functions/ Roles Investigate Monetary Policy/Economic Stability Analyze Economic Growth & Development Interpret Globalization and International Trade: Comparative Advantage, Trade Barriers/Agreements Globalization, International trade, comparative advantage, absolute advantage, protectionism Currency in the Global Marketplace foreign exchange rate, Balance of trade
Week 27 w/e: 3/14 PDD n/c	Unit 4: Economic Activities & Conditions ch 7.1 The Global Business Environment Gov't role in International Business: policies, regulations, agreements, trade blocs & sanctions
Week 28 w/e 3/21 CFA in-srv 3/21	Unit 4: Economic Activities & Conditions ch 7.2 The Global Marketplace Engaging in Global Business Imports, exports, licensing, franchising, joint venture, contract manufacturing, Global Environmental Scan: political,, environmental, social & technological factors Global Marketing Strategies: 4 P's. standardization & adaptation. Global Philanthropy Conceptualize Economic Indicators: GDP, Inflation, and Unemployment Understand the heart of Economic Decision-Making Investigate Economic Inequality, Social Justice, Environmental, and Sustainability Determine The Future of the Global Economy Project: Global Wrongdoers International Trade
Week 29 w/e: 3/28	Unit 5:Physical Distribution & Channel Mgmt ch 15.1 Channels of Distribution The "Place" function Producers, Intermediaries, Wholesalers, Retailers, Agents, ETailers Distribution channels for B2B/B2C mkts Supply Chain, Direct & Indirect channels Industrial Goods Channel Members Channel conflicts Selecting, motivating, evaluating channel membersExplore Physical Distribution and Channel Management

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Week 30 w/e: 4/4	<p>Unit 5:Physical Distribution & Channel Mgmt</p> <p>ch 15 Supply Chain</p> <p>Effective Transportation Road, rail, air, water, pipeline, digital. Private carrier, common carrier</p> <p>Determine Transportation Modes, Intermodal Transportation Examine Transportation Management Systems (TMS)</p> <p>Storage Private, public & bonded warehouses Analyze Warehousing and Inventory Management Examine Warehouse Management Systems (WMS)</p> <p>Supply Chain target mkt, product,</p> <p>Distribution Intensity: Intensive, Selective, Exclusive distribution Investigate the Role of Distribution in the Supply Chain Select Channel Design Differentiate Distribution Channel Intensity</p> <p>Global Distribution Investigate Distribution Performance Measurement Determine Reverse Logistics and Supply Chain Sustainability</p>
Week 31 w/e: 4/11 Pdd n/c	<p>Unit 5:Physical Distribution & Channel Mgmt</p> <p>ch 16.1 Purchasing</p> <p>The role of the buyer: organizational buyer, purchasing agent</p> <p>The steps in the purchasing process EDI, negotiations, economies of scale, purchase order, invoice,discounts,terms of delivery, (FOB), quality control. Vendor agreements</p> <p>Eco-friendly purchasing Understand Inventory Control Techniques Examine Technology in Distribution: EDI and RFID</p>
Week 32 w/e: 4/18 PROM-4/17 insrv ½-4/17 off-4/18	<p>Unit 5:Physical Distribution & Channel Mgmt</p> <p>ch 16.2 Inventory Control</p> <p>Inventory Management Lead time, stockneeds, carrying costs, Meta Markets mini proj.</p> <p>Inventory shrinkage (LAP) Inventory shrinkage Causes: data errors, product damage, theft. internal theft, external theft</p> <p>Inventory control systems Physical, perpetual, manual tag, unit control, periodic, and just in time systems. POS & RFID(radio frequency identification)</p>
Week 33 w/e: 5/2	<p>Unit 5:Physical Distribution & Channel Mgmt</p> <p>ch 16.2 Inventory Control</p>

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ICDC-4/26-30	Sales forecasting in Inv. mgmt. (LAP) Sales forecasting 80/20 inventory rule & stock turnover rate. Research Case Studies in Distribution and Logistics Hypothesize The Future of Distribution and Logistics
Week 34 w/e: 5/9	Unit 6: Selling Concepts and Applications ch 20.1 Role of Sales (LAP) Sell Away Value of personal selling B2B & B2C Careers in sales The Retail Dr - selling video series Investigate the Selling function Determine the Importance of Selling in the Economy Explore Customer Relationship Management (CRM) Determine Ethical Selling & Professionalism
Week 35 w/e: 5/16 PDD	Unit 6: Selling Concepts and Applications 20.2 Selling (LAP) Set Your Sales The Selling Process Customer Approaches Examine the steps in the Sales Process Prospecting and Qualifying Leads Pre-Approach Planning The Approach: First Impression ((LAP) Find Features/Boost Benefits Quirky Hotels - mini project Needs Analysis and Solution Selling Developing Effective Sales Presentations
Week 36 w/e: 5/23 RSM/MM exam CFA full insrv-5/23	Unit 6: Selling Concepts and Applications 20.2 Selling Customer Incentives Overcoming objections, buying signals, closing the sale Handling Overcoming Objections The Retail Dr - selling video series
Week 37 w/e: 5/30 off-5/26	Unit 6: Selling Concepts and Applications 20.3 Customer Service (LAP) Go Beyond the Sale Determining Customer Needs A customer service mindset Closing the Sale: Techniques/Strategies The Retail Dr - selling video series The Sales Presentation/Project
Week 38	Unit 6: Selling Concepts and Applications

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w/e: 6/6 CFA	20.3 Customer Service (LAP) Go Beyond the Sale Determining Customer Needs A customer service mindset Customer Support, Handling Customer Complaints Follow-Up and Relationship Building The Retail Dr - selling video series The Sales Presentation/Project
Week 39 w/e: 6/13 Elections	Unit 6: Selling Concepts and Applications The Sales Presentation/Project Workplace Readiness DECA ELECTIONS Analyze Sales Technology & Tools
Week 40 w/e: 6/17 ½-studs 6/16 LAST DAY ½-studs-6/17	Unit 6: Selling Concepts and Applications 20.3 Customer Service The Sales Presentation/Project Workplace Readiness Hypothesize The Future of Selling

BUS 101-RCSJ RESOURCES: E-Book and MindTap: Introduction to Business - Foundation of Business Edition: 7 th Pride / Hughes/Kapoor, © 2023 Cengage Learning, Inc TOPICS: Topics include economic reasons for the different forms of business organization and the relations of the various forms of organization to the economic system based on free private enterprise. Such business problems as promotion, business financing, pricing, internal organization, plant location and layout, personnel management, risk-bearing, insurance, failure, and reorganization are discussed	BUS 101-RCSJ LEARNING OUTCOMES: 1. Understand the business environment from an ethical, socially, and globally responsible perspective. 2. Recognize the various forms of business ownership opportunities. 3. Demonstrate management and organizational structure knowledge, including human resources practices that support the business. 4. Understand the importance of effective marketing, including social media and e-business. 5. Utilize and evaluate financial and accounting data for business operations.	BUS 101-RCSJ wk 1. Chapter 1: Exploring the World of Business and Economics Why Does the Business Cycle Matter to Me? wk 2. Chapter 2: Ethics and Social Responsibility in Business Why Does Social Responsibility Matter to Me? wk.3 Chapter 3: Global Business Why Does International Business Matter to Me? wk 4. . Chapter 4: Choosing a Form of Business Ownership Chapter 5: Small Business, Entrepreneurship, and Franchises Why Does Business Formation Matter to Me? Why Does Entrepreneurship Matter to Me? wk 5. Chapter 6: Understanding the Management Process Chapter 7: Creating a Flexible Organization Why Does Management Matter to Me? Why Does Organizational Structure Matter to Me? wk 6. Project 1): Create and submit your resume	BUS 101-RCSJ wk.7 Chapter 8: Producing Quality Goods and Services Chapter 9: Attracting and Retaining the Best Employees Why Does Operations Management Matter to Me? Why Does Human Resources Matter to Me? wk 8. Chapter 10: Motivating and Satisfying Employees Chapter 11: Building Customer Relationships Through Effective Marketing Why Does Motivation Matter to Me? Why Does Marketing Matter to Me? wk 9. Chapter 12: Creating and Pricing Products That Satisfy Customers Chapter 13: Distributing and Promoting Products
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		Project 1): Create a LinkedIn Account and connect with your professor	Why Does New Product Development Matter to Me? Why Does Distribution Matter to Me? wk 10. Chapter 14: Exploring Social Media and e-Business Why Does Social Media Matter to Me? wk11 Chapter 15: Using Management and Accounting Information Why Does Accounting Matter to Me? wk 12 Chapter 17: Understanding Personal Finances and Investments (Skip Ch 16)