

2024-25	Marketing Management
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in srv-8/28-29 Week 1 w/e: 9/6 off-9/2 NJCSP-Mums	Unit # 1 Marketing Professionalism & Emotional Intelligence 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 Marketing Professionalism & Emotional Intelligence Personal Appearance, Interests & Enthusiasm, Leadership & Management trends Understanding DECA chapter campaigns DECA Paper Topics DECA/Mum Fundraising Activity
Week 3 w/e: 9/20 BTSN CFA Comm Day	Unit # 1 Marketing Professionalism & Emotional Intelligence Personal Infrastructure Values, Emotional Intelligence, 5 steps to nourish your self-esteem, Current Events on leaders Goal Setting, Complete a personal goal chart Jeff McCauley-BOE/Research papers
Week 4 w/e: 9/27 PDD Mum PU	Unit # 1 Marketing Professionalism & Emotional Intelligence Goal Setting, Complete a personal goal chart Project/Presentation: Life Cycle Jeff McCauley-BOE/Research papers Mum Fundraiser
Week 5 w/e: 10/04	Unit # 1 Marketing Professionalism & Emotional Intelligence Goal Setting, (LAP PD-918 Go for the Goal) Complete a personal goal chart Project/Presentation: Life Cycle Jeff McCauley-BOE/Research papers Mum Fundraiser
Week 6 w/e: 10/11 CFA insrv ½-10/11	Unit # 1 Marketing Professionalism & Emotional Intelligence Time Management and Personal Growth (LAP PD-019 About Time)

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Week 7 w/e: 10/18 off-10/14	Unit # 1 Marketing Professionalism & Emotional Intelligence Mini Project: 10 Leadership & Management Trends to Employ - this year and beyond (Organizations are facing a more complex and competitive climate than ever before. As a result, competencies of the leader who thrives in the modern-day business world is changing. Research Papers
Week 8 w/e: 10/25 PDD Trunk or Treat	Unit # 1 Marketing Professionalism & Emotional Intelligence Mini Project: 10 Leadership & Management Trends to Employ - this year and beyond (Organizations are facing a more complex and competitive climate than ever before. As a result, competencies of the leader who thrives in the modern-day business world is changing. Research Papers
Week 9 w/e: 11/01	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Project Managers, Components of a project plan, develop a project plan LAP-OP-158 – Projected To Win Research Papers
Week 10 w/e: 11/8 insrv ½-10/11 off-11/7 & 8	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Components of a project plan, develop a project plan LAP OP-001 Chart Your Course Research Papers
Week 11 w/e: 11/15	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Identifying project resources LAP-OP-003 – Get What You Need Research Papers
Week 12 w/e: 11/22 PDD	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Planning & Implementing Projects: LAP-OP-519 – Plan on It! Project Scope-Boundaries, constraints, assumptions Defining what is a deliverable? Research Papers
Week 13 w/e: 11/29 ½-11/27 off-11/28-29	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Monitoring Projects and Taking Corrective Actions LAP-OP-520 – Check Your (Project) Pulse Checklists and schedules Project status report Project Change/Issue Log Research Papers Black Friday Realities
Week 14 w/e: 12/6	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Monitoring Projects and Taking Corrective Actions LAP-OP-520 – Check Your (Project) Pulse

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	Checklists and schedules, Project status report Project Change/Issue Log Research Papers
Week 15 w/e: 12/13 DECA test	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Evaluating Project Success LAP-OP-521 – Making the Grade Lessons Learned/Self & Peer Reflection Research Papers DECA COMPETITION PREP
Week 16 w/e: 12/20 ½-12/20	Unit # 2 Project Management (MBA Res.) The Project Mgmt Framework Evaluating Project Success LAP-OP-675 Projects with Principles (Ethics in Project Management)
Week 17 w/e: 1/3/25 off- 12/30-31 off 1/1	Unit # 3 Product/Service Mgmt The Product Function ch 11 Product 1: Introduction to Product Service Management What is Product Service Management? The Evolution of Product Service Systems The Role of Product Service Management in Business Strategy Product as part of the marketing mix B2b vs B2C product, Product planing goals of product/service mgmt Research Papers
Week 18 w/e: 1/10 Districts 1/6	Unit # 3 Product/Service Mgmt The Product Function ch 11.2 New Product Development Steps in the new prod dev process 2: Product Development and Innovation The Product Development Process Ideation and Concept Generation Design Thinking and Prototyping Product Testing and Launch Innovation Strategies and Tactics Product Mix, Product Elements,
Week 19 w/e: 1/17 PDD n/c CFA 20pg-1/16 full insrv-1/17	Unit # 3 Product/Service Mgmt The Product Function ch 11 New Product Development stages of the product life cycle LAP - Get a Life ?? ?? DECA COMPETITION PREP
Week 20	Unit # 3 Product/Service Mgmt

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w/e: 1/24 off-1/20	ch 11.3: Service Design and Delivery The Service Design Thinking Process Blueprinting Service Experiences Service Standards and Quality Assurance Service Delivery Channels and Operations Customer Experience Management Protection: safety inspections, packaging, maint & repair services. Features: Warranties & Guarantees, Usage LAP Warranties & Guarantees
Week 21 w/e: 1/31	Unit # 3 Product/Service Mgmt ch 11 Protection: safety inspections, packaging, maint & repair services LAP-PM-040 Safe and Sound (Ethics in Product/Service Management)
Week 22 w/e: 2/7 DECA testing Super Bowl 2/9	Unit # 3 Product/Service Mgmt ch 11.4: Marketing and Sales Marketing the Product Service System Branding and Positioning Pricing Strategies for Product Service Systems Sales Strategies for Product Service Systems Digital Marketing and Social Media The packaging project/presentation Prod/serv mgmt: product manager, category mgr
Week 23 w/e: 2/14 PDD/CFA off-2/14	Unit # 3 Product/Service Mgmt ch 11.5: Operations Management Operations Strategy for Product Service Systems Process Design and Improvement Supply Chain Management for Product Service Systems Lean and Agile Operations Quality Management and Control Planogram Project
Week 24 w/e: 2/21 off-2/17	Unit # 3 Product/Service Mgmt ch 11.5: Operations Management Quality Management and Control Planogram Project
Week 25 w/e: 2/28	Unit # 3 Product/Service Mgmt DECA COMPETITION PREP ch 11.6: Financial Management Financial Analysis for Product Service Systems Costing and Pricing Product Service Systems Revenue Management and Pricing Optimization Financial Performance Measurement and Control Unit t Service Model Student Projects: Developing Product Service Concepts
Week 26	Unit # 3 Product/Service Mgmt

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w/e: 3/7 States 3/4-3/6	ch 11.7: Case Studies and Real-World Applications Case Study: Apple's Product Service Ecosystem Case Study: Tesla's Integrated Prod/Serv Offering Case Study: Airbnb's Platform-Based Product Unit Test: Prod/Serv Mgmt
Week 27 w/e: 3/14 PDD n/c	Unit # 4 Management Functions & Soft Skills 1: The Functions of Management: Planning, Organizing, Leading, and Controlling The Role of Managers in Organizations The Evolution of Management Thought 2: The Importance of Planning Types of Plans: Strategic, Tactical, and Operational Decision-Making Techniques
Week 28 w/e 3/21 CFA in-srv 3/21	Unit # 4 Management Functions & Soft Skills 3: Organizational Structure and Design Span of Control and Chain of Command Organizational Culture 4: Leadership Styles: Autocratic, Democratic, and Laissez-Faire Communication Skills & Conflict Resolution Team Building and Leadership
Week 29 w/e: 3/28	Unit # 4 Management Functions & Soft Skills 5. The Control Process: Setting Standards, Measuring Performance, and Taking Corrective Action
Week 30 w/e: 4/4	Unit # 4 Management Functions & Soft Skills 6: Soft Skills Development Effective Communication: Verbal and Non-Verbal Active Listening Critical Thinking and Problem-Solving Time Management and Organizational Skills Adaptability and Resilience Teamwork and Collaboration Professionalism and Ethics
Week 31 w/e: 4/11 Pdd n/c	Unit # 5 Entrepreneurship, Finance, & Risk Explore entrepreneurial discovery Analyze the fundamental factors associated with starting a business Determine your GRIT level. Differentiate passion and perseverance
Week 32 w/e: 4/18 PROM-4/17 insrv ½-4/17 off-4/18	Unit # 5 Entrepreneurship, Finance, & Risk identifying a Business Idea: Understanding Your Target Market, Branding and Positioning The Importance of a Business Plan Explore financial records and their purposes. Sources of Funding: Bootstrapping, Debt, and Equity
Week 33 w/e: 5/2	Unit # 5 Entrepreneurship, Finance, & Risk Creating a Financial Forecast

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ICDC-4/26-30	Financial Statements: Income Statement, Balance Sheet, and Cash Flow Statement Budgeting and Forecasting, Cost Accounting Understand business records. Determine the purpose of establishing good credit
Week 34 w/e: 5/9	Unit # 5 Entrepreneurship, Finance, & Risk Pitching Your Business Idea to Investors Identifying and Assessing Risk Risk Mitigation Strategies Insurance and Risk Transfer Crisis Management Legal and Ethical Considerations Business Structures: Sole Proprietorship, Partnership, LLC, and Corporation
Week 35 w/e: 5/16 PDD	Unit # 5 Entrepreneurship, Finance, & Risk MPA/Exit Test Prep Intellectual Property Contracts and Legal Agreements Ethical Decision-Making in Business
Week 36 w/e: 5/23 RSM/MM examCFA full insrv-5/23	Unit #6 Prof. Development & Career Readiness MPA/Exit Test Prep
Week 37 w/e: 5/30 off-5/26	Unit #6 Prof. Development & Career Readiness Self-Assessment: Strengths, Weaknesses, Interests, and Values Developing a Growth Mindset
Week 38 w/e: 6/6 CFA	Unit #6 Prof. Development & Career Readiness Researching Industries and Occupations Informational Interviewing Job Shadowing Experiences
Week 39 w/e: 6/13 Elections	Unit #6 Prof. Development & Career Readiness Creating a Professional Resume and Cover Letter Networking and Building Relationships Preparing for Job Interviews Negotiating Salary and Benefits
Week 40 w/e: 6/17 ½-studs6/16 LAST DAY ½-studs-6/17	Unit #6 Prof. Development & Career Readiness Continuing Education and Professional Development Adapting to Technological Advancements

BUS 101-RCSJ**RESOURCES:**

E-Book and MindTap: Introduction to Business -
Foundation of Business Edition: 7 th Pride /
Hughes/Kapoor,
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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**
Project 1): Create a LinkedIn Account and connect with your professor

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**
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)