Unit 2 - Marketing Plan/The Sale/Community Service

Content Area: **Business Education**
Course(s): **Marketing**
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Enduring Understandings

Samples

A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives.

A SWOT Analysis is a critical tool used to analyze a company's strengthens and weakness. It also includes the opportunities and the threats that surround it.

Understanding behavioral patterns and consumer buying motives can help to increase a company's bottom line.

It is important for a salesperson to study the products their selling, keep abreast of industry trends and competitors, and research potential customers.

Essential Questions

Samples

How is the SWOT Analysis an effective analytical tool?

Why is there a need for a marketing plan?

What do behavioral patterns have to do with marketing?

In all selling situations, what can salespeople do to prepare for the sale?

How does DECA encourage community service?

Content

Vocabulary:

SWOT Analysis Psychographics

Environmental scan Mass marketing

Marketing plan Personal Selling

Executive summary referrals

Situation analysis Telemarketing

Marketing strategy Consultative selling

Sales forecasts Feature-benefit selling

Performance standard Product features

Market segmentation Product features

Demographics Customer benefits

Disposable income Emotional motive

Discretionary income Rational motive

Extensive motive

Limited decision

Pre-approach

prospect

endless chain method

cold canvassing

sales quotas

Routine decision making

Business-to-Business selling

Skills

Bloom's Taxonomy

Conduct a SWOT analysis

List the three key areas of an internal company analysis

Identify the factors in an environmental scan

Explain the basic elements Of a marketing plan

Explain the concept of market segmentation

Analyze a target market

Differentiate between mass marketing and market segmentation

Define selling and different types of selling situations

Explain the purpose and goals of selling

Differentiate between rational and emotional buying motives

List three levels of customer decision making

Name sources of product information

Explain the main focus of preparation in business-to-business selling and retail selling

Resources

Standards

PFL.9.1.12.F.1	Relate a country’s economic system of production and consumption to building personal wealth and achieving societal responsibilities.
PFL.9.1.12.F.2	Assess the impact of emerging global economic events on financial planning.
PFL.9.1.12.F.3	Analyze how citizen decisions and actions can influence the use of economic resources to achieve societal goals and provide individual services.
PFL.9.1.12.F.5	Compare and contrast the role of philanthropy, volunteer service, and charities in community development and quality of life in a variety of cultures.
PFL.9.1.12.G.1	Analyze risks and benefits in various financial situations.