Unit 01 Creating Customer Value and Engagement

Content Area: **Business**
Course(s):
Time Period: **Semester 1**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

The aim of marketing is to create value for customers in order to capture value in return.

The foundation is to understanding customer needs desig customer value-driven marketing strategies and integrate programs to build cusotmer relationships

Essential Questions

What is Marketing?

What is a Market?

How do you build customer equity?

Knowledge and Skills

1. Define marketing and outline the steps in the marketing process

2. Explain the importance of understanding the marketplace and customers and identify the 5 core marketplace concepts

3. Identify the key elements of a customer-value driven marketing strategy and discuss the marketing management orientations that guide marketing strategy

4. Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return

5. Describe the major trends and forces that are changing the mareting landscape in this age of relationships

Transfer Goals

To define marketing, determine what is meant by a market and how comapnies grow their business through cusomter relationship building.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway