Unit 02 Partnering to Build Customer Value and Relationships

Content Area: **Business**
Course(s): **Generic Course**
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

An organizations overall strategic plan guides marketing strategy and planning.

Guided by the strategic plan, marketers partner closely with others inside and outside the firm to engage customers and create value for them.

Essential Questions

How does the strategic plan effect the marketing plan?

How do you build customer relationships ?

How do you measure and manage marketing return on investment?

Knowledge and Skills

1. Explain company-wide strategic planning and its four steps

2. Discuss how to design business portfolios and develop growth strategies

3. Explain marketing's role in strategic planning and how marketing wroks with its partners to create and deliver customer value

4. Describe the elements of a customer value-driven marketing strategy and mix and the forces that influence it

5. List the marketing mangement functions, including the elements of a marketing plan, and discuss the

importance of measuring and managing marketing return on investment

Transfer Goals

To create a stratgic plan and develope a portfolio with measurable goals of customer return.

It takes time and effort inorder to gain a customer.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway