Unit 03 Analyzing the Marketing Environment

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

Marketing operates in a complex and changing environment that includes suppliers, intermediaries, customers, competitors, publics and others.

To develop effective marketing strategies, a company must first understand the environment in which marketing operates.

Essential Questions

How does the mciroenvironment affect the marketing strategy?

How doe the macroenvironment affect the actors in the microenvironment?

What are the beenfits of being proactive to the marketing environment?

Knowledge and Skills

1. Describe the environmental forces that affect the company's ability to serve its customers

2. Explain how changes in the demographic and economic environments affect marketing decisions

3. Identify the major trends in the firm's natural and technological environments

4. Explain the key changes in the political and cultural environments

5. Discuss how companies can react to the marketing environment

Transfer Goals

To develop effective marketing strategies you must first understand the environment in which marketing operates.

It takes time and effort inorder to gain a customer.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway