Unit 04 Managing Marketing Information

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

To succeed in today's marketplace, companies must kow how to turn mountains of marketing information into fresh customer insights that will help them deliver greater value to customers.

Essential Questions

How can you turn marketing information into customer insights?

How are marketing information systems devleoped?

Why is marketing research important?

What can big data and marketing analytics reveal?

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

Parsing information into an understandable format is helpful.

Understanding where to look for data is cruticial to collecting the right information.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway