

# Unit 04 Managing Marketing Information

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

## Standards

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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

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

## Essential Questions

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How can you turn marketing information into customer insights?

How are marketing information systems developed?

Why is marketing research important?

What can big data and marketing analytics reveal?

## Knowledge and Skills

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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**

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Parsing information into an understandable format is helpful.

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

### **Resources**

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Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway