Unit 6 Distribution, Promotion and Selling

Content Area: **Mathematics**
Course(s): **Generic Course, Entrepreneurshi**
Time Period: **Semester 1 & 2**
Length: **2.5 weeks**
Status: **Published**

Standards

PFL.9.1.12.B.6	Design and utilize a simulated budget to monitor progress of financial plans.
PFL.9.1.12.E.5	Evaluate business practices and their impact on individuals, families, and societies.

Enduring Understanding

- Successful businesses strategically manage the movement of goods and services to meet customer demands
  efficiently.
- Promotion and advertising are essential tools for influencing consumer behavior and building brand loyalty.
- Effective selling involves understanding and addressing market needs while applying persuasive techniques to
  communicate benefits ethically.

Essential Questions

- How do businesses determine the best method for distributing their products or services?
- What role does promotion play in the success of a product or service and building brand loyalty?
- How can understanding customer needs improve sales techniques?
- How does the method of manufacturing and distribution add value to goods, services and ideas being sold?

Knowledge and Skills

- Students will know key types of distribution channels and logistics strategies.
- Students will know promotional mix elements
- Students will know the importance of market research and product mix analysis.
- Students will be able to identify and explain the place and promotion components of the marketing mix.
- Students will be able to discuss product/service promotion strategies.

Transfer Goals

- Evaluate and communicate the impact of marketing decisions on a business and success.
- Solve real-world problems related to logistics, customer satisfaction, and market competition.

Resources

- Textbook
- You Tube
- Small Business Administration
- Government websites
- Shark Tank
- Elevator Pitch