Unit 5 Market Your Business

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

Standards

1.2.12prof.Cr1	Generating and conceptualizing ideas. Media artists plan, organize and develop creative ideas that can effectively realize the artistic intent and communicate meaning.
PFL.9.1.12.E.5	Evaluate business practices and their impact on individuals, families, and societies.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.

Enduring Understanding

- Marketing is a strategic process that connects products or services to customer needs, creating value and
  driving business success.
- Effective marketing relies on research, creative thinking, audience targeting, and the ability to communicate
  value.
- Media and messaging, when informed by ethics and intent, influence consumer choices and perceptions.
- Businesses should adapt marketing strategies in order to keep up with changes in technology
- A strong marketing plan combines research, branding, strategic goals, and creative execution.
- The Marketing Plan is a compass for keeping your business moving in the right direction as it conducts daily activities as well as long-term tasks.

Essential Questions

- How do you create a marketing plan that reflects your business goals, audience, and available resources?
- How can the success of a Marketing Plan be measured?
- What is the best way to go about developing a marketing strategy?
- How does the marketing concept affect decisions regarding the product mix?

Knowledge and Skills

- Students will know the functions of marketing.
- Students will know the difference between a business plan and a marketing plan.
- Students will know how to analyze competitors and position a product effectively in the market.
- Students will be able to conduct basic market research to identify customer needs and preferences.
- Students will be able to define and segment a target market based on demographics, psychographics, and behavior.
- Students will be able to develop a unique value proposition (UVP) for a product or service.
- Students will be able to create a marketing mix aligned to the product or service.
- Students will be able to write and present a professional marketing plan with visual and verbal elements.

Transfer Goals

- Students will be able to identify and respond to changing market conditions using analysis, creativity, and adaptation.
- Students will be able to develop marketing plans that reflect strategic goals, audience targeting, budget constraints, and integrated media use.

Resources

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