Unit 09: Price

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.A.1	Differentiate among the types of taxes and employee benefits.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible consequences.
PFL.9.1.12.E.1	Evaluate the appropriateness of different types of monetary transactions (e.g., electronic transfer, check, certified check, money order, gift card, barter) for various situations.
PFL.9.1.12.E.2	Analyze and apply multiple sources of financial information when prioritizing financial decisions.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.2.12.A.1	Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation.
TECH.8.2.12.B.CS1	The cultural, social, economic and political effects of technology.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.CS1	The attributes of design.

Enduring Understanding

To provide a satisfying marketing mix, an organization must set a price that is acceptable to target market members.

Price can influence how customers perceive the product, how the product is distributed and how the product is promoted.

Essential Questions

Why are pricing decisions important to an organization?

How does demand for a product influence price?

Knowledge and Skills

articulate why price is an important part of the marketing mix

compare price competition with non price competition

explain the importance of demand curves and the price elasticity of demand

describe the relationships among demand, costs, and profits

to analzye the key factors that may influence marketers' pricing decisions

to evaluate methods companies use to price products for business markets

Transfer Goals

Multiple factors affect where a price point is set.

Setting the price even higher does not necisarily lead to higher revenue.

Resources

Textbook

Marketing, 2016. Pride & Ferrell. Cengage Learning

Websites

https://www.w3schools.com/html/

https://learn.shayhowe.com/html-css/building-your-first-web-page/

https://www.getvero.com/resources/email-marketing-guide/

https://www.youtube.com/

Software

Notepad++

Adobe Creative Suite

Microsoft Excel