Unit 01: Overview of Strategic Marketing

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **2 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.C	Credit and Debt Management
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

The essence of marketing is to develop satisfying exchanges from which both customers and marketers benefit.

Organizations generally focus their marketing efforts on a specific group of customers called a target market.

Essential Questions

Why is marketing important?

What are the forces of marketing?

How much control does a marketing manager have over these forces?

Knowledge and Skills

explain the variables of the marketing mix.

summarize the marketing concept.

identify and explain the importance of building customer relationships.

describe how marketing creates value

Explain why marketing is important to our global economy

Transfer Goals

Students will be able to evaluate the major goals of marketing and atriculate its value.

All interactions on a computer involve competitions for your attention.

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