Marketing

Content Area: **Business Management and Information**
Course(s):
Time Period: **Marking Period 2**
Length: **Semester**
Status: **Published**

Summary

This course provides students who have completed the Business Academy sequence with a hands-on, in-house internship experience. Students will work on professional certifications in Canva for Marketing and QuickBooks for Accounting, complete real-world marketing projects for community clients, and gain supervised accounting experience through industry-connected instructors. The course is designed to apply classroom learning in practical settings, preparing students for future careers and postsecondary opportunities in business.

Operating as an in-house creative agency, students during this curricular unit function as marketing interns handling real-world client accounts. Students will collaborate to design and execute promotional campaigns for school clubs, athletic teams, and local small businesses. This hands-on experience covers market research, marketing creation (social media ads, flyers, posters, apparel), and formal client communication. Students refine their project management abilities by balancing design guidelines and deadlines for various organizations.

Note: Students in the Capstone course work to build mastery to demonstrate curricular unit goals throughout the semester. As such, lesson plans, assessments, and observations may reflect multiple units being addressed simultaneously.

Students in Business Management and Information Systems classes develop skills that are intended to give them a competitive advantage in the workplace. Through the study of core business topics and current events, this curriculum encourages students to refine their speaking and listening skills, collaborate with their peers, and explore and research potential career paths.

Revision Date: August 2026

Standards

9.3.12.MK.1: Blend creative and structural elements to execute effective marketing strategies.

9.3.12.MK-COM.1: Apply oral and written communication actions to connect effectively with marketing audiences and clients.

9.3.12.MK-MGT.4: Plan, monitor, and manage day-to-day marketing activities to sustain business operations.

9.3.12.BM.2: Access, evaluate, and disseminate information for business operations and technical task completion.

9.4.12.CT.1: Apply critical thinking and problem-solving strategies during structured learning experiences.

9.4.12.TL.1: Assess digital tools to systematize and value information to achieve a specific outcome.

CRP1: Act as a responsible and contributing citizen and employee.

CRP6: Demonstrate creativity and innovation.

CRP2: Apply appropriate academic and technical skills.

CRP4: Communicate clearly and effectively and with reason.

The standards in this unit reflect a developmental progression and make interdisciplinary connections across content areas including the humanities, technology, career readiness, cultural awareness, and global citizenship.

Essential Questions

- How does an agency successfully balance creative vision with strict, pre-existing client brand

guidelines?

- In what ways do target audience demographics dictate the choice of media channels and design aesthetics?

Enduring Understandings

- Effective marketing is never about what the designer likes; it is entirely about what moves the target audience to action.
- Clear, proactive communication and setting expectations are what protect creative projects from scope creep and missed deadlines.
- Consistency across multi-channel touchpoints (print, social, apparel) is foundational to building brand equity and trust.

Students Will Know

- Techniques for businesslike communication and selling an idea to a client
- Standard business workflows, from receiving an initial client creative brief to delivering the final asset.
- Production specifications for various mediums (e.g., print apparel/flyers vs. social media screens).
- Differences between different types of marketing platforms (e.g. print ads vs social media vs commercial)

Students Will Be Skilled At

- Pitching campaign concepts and design proofs to clients in a professional, persuasive manner.
- Managing project timelines using digital Kanban boards (e.g., Trello or Asana).
- Accepting, processing, and applying constructive feedback from clients and supervisors to iterate on designs.
- Communicating with businesses and individuals both verbally and electronically(e.g. email)

Learning Plan

Fundraiser Project: As a class, students will organize and run fundraisers to grow their account. The Marketing Team will use print ad, social media, and various types of marketing to sell our fundraiser idea to encourage consumers to join/participate in the fundraiser

Client intake & Creative Briefs: The Marketing Teams will meet with internal school clients (coaches, club advisors) or external local business owners to extract campaign goals, target metrics, and asset requests.

Concept Pitching & Ideation: Teams will draft rough mockups presenting their initial campaign angles to the instructor (Creative Director) and client for sign-off.

Production & Agile Management: Using Canva and other professional design platforms, students will split tasks (copywriting, graphic design, layout optimization) while tracking status updates via daily stand-ups.

Hand-off & Campaign Review: Students will deliver the final, production-ready marketing to clients using formal business communication strategies

Assessment

When taking a Business Management and Information Technology course, students demonstrate differentiated proficiency according to their ability to answer the essential questions through formative and summative assessments. Many of the performance tasks below can be implemented as formative and/or summative assessments. As teachers strive for students to demonstrate proficiency, they will need to create additional or alternative assessments based on demonstration or absence of skill.

Formative Assessments:

- Pitch presentations and rough concept drafts
- Daily project management board updates (Task assignments, In-Progress, Review stages)
- Client communication email drafts evaluated for professional etiquette

Benchmark:

- Regularly scheduled individual and group touch base meeting to monitor progress and receive constructive feedback

Summative Assessments:

- Fundraiser Project: creation of print ad, social media and various types of marketing
- Client Satisfaction & Project Management Review: Evaluation of the students' project management efficiency, collaboration, and responsiveness based on feedback from the client and instructor
- Certification: Canva certification test

Alternative Assessments:

- Local Marketing Analysis Portfolio: Students may alternatively conduct research of businesses' current marketing strategies and create a sample marketing tool to assist in targeting a weakness, threat, or opportunity.

Materials

The design of this course allows for the integration of a variety of instructional, supplemental, and intervention materials that support student learners at all levels in the school and home environments. Associated web content and media sources are infused into the unit as applicable and available In addition to the materials below, the following link connects to district approved textbooks and resources utilized in this course: Core Book List.

The following are approved resources that teachers can include to further unit related objectives:

- Canva
- Google Drive
- Google Sheets

Any additional resources that are not included in this list will be presented to and reviewed by the supervisor before being included in lesson plans. This ensures resources are reviewed and vetted for relevance and appropriateness prior to implementation.

Modifications

This link includes content specific accommodations and modifications for all populations:

https://docs.google.com/spreadsheets/d/1g8M7CZ5VVwvFk2Ay9DZbjdewOYDyNOzpNeEBgSXPvr0/edit?usp=sharing

These additional strategies are helpful when learning Business Management and Information Systems content and skills:

- Assign specific, clear-cut roles within marketing teams (e.g., pure Copywriter, pure Graphic Designer) to match individual student strengths and alleviate collaboration bottlenecks
- Offer visual checklists for asset compliance checks before final submission to clients
- Highlighter for close reading and annotation strategies
- Bolded terms in directions
- Reading texts aloud for students to assist in comprehension and analysis