

# Unit 1: Introduction to Marketing

Content Area: **Business**  
Course(s): **Marketing**  
Time Period: **1st Marking Period**  
Length: **10 Weeks**  
Status: **Published**

## Unit Overview

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This unit is designed to have the students explore the concept of marketing and the formulation of the marketing plan.

## Transfer

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Students will be able to identify the importance of marketing in our world and classify the characteristics of a real-world product mix.

## Meaning

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## Understandings

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Students will understand...

1. the definition of marketing
2. the four functions of marketing
3. the seven functions of marketing
4. the marketing concept
5. the concept of a market
6. a target market
7. the components of the marketing mix
8. the components of a SWOT analysis

9. the basic elements of a marketing plan
10. the concept of market segmentation
11. the difference between mass marketing and market segmentation

## **Essential Questions**

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1. What is the definition of marketing?
2. Identify and explain the four foundations of marketing.
3. What are the seven functions of marketing?
4. What is the marketing concept?
5. What is meant by the concept of utility?
6. What is a market?
7. What are ways that a market can be identified?
8. What is market share?
9. What are the four components of the marketing mix?
10. What is a SWOT analysis?
11. What are the basic elements found in all marketing plans?
12. Explain market segmentation.
13. How can a market be analyzed using demographics? geographics? psychographics? behavioral characteristics?
14. What is the difference between mass marketing and market segmentation?

## **Application of Knowledge and Skill**

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## **Students will know...**

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Students will know...

1. the definition of marketing
2. the four functions of marketing
3. the seven functions of marketing
4. the marketing concept
5. the concept of a market
6. a target market
7. the components of the marketing mix
8. the components of a SWOT analysis
9. the basic elements of a marketing plan
10. the concept of market segmentation
11. the difference between mass marketing and market segmentation

## **Students will be skilled at...**

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Students will be able to...

1. Define marketing
2. Explain the four foundations of marketing
3. List the seven functions of marketing
4. Understand the marketing concept
5. Describe the concept of a market
6. Define a target market
7. List the components of the marketing mix
8. Conduct a SWOT analysis
9. Explain the basic elements of a marketing plan
10. Explain the concept of market segmentation

11. Differentiate between mass marketing and market segmentation
12. Analyze the benefits of marketing
13. Apply the concept of utility

## **Academic Vocabulary**

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Marketing

Goods

Services

Marketing Concept

Utility

Market

Consumer Market

Industrial Market

Market Share

Target Market

Customer Profile

Marketing Mix

SWOT Analysis

Environmental Scan

Executive Summary

Situation Analysis

Market Segmentation

Demographics

Disposable Income

Discretionary Income

Marketing Strategy

Sales Forecast

Performance Standard

Geographics

Psychographics

Mass Marketing

## **Learning Goal 1**

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Students will be able to define marketing and analyze the importance of marketing in our economy.

- Students will be able to define marketing and analyze the importance of marketing in our economy.

12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12.1	Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural difference to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings.
CAEP.9.2.12.C.6	Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.

## Target 1

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Students will be able to describe why the functions of marketing are necessary to the success of a product, service, or idea.

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## Target 2

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Students will be able to investigate the components of the marketing mix as they pertain to a popular product on the market.

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## Learning Goal 2

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Students will be able to create a marketing plan based on the segmentation of a market.

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12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
12.9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
12.9.3.MK-MGT.1	Plan, organize and lead marketing staff to achieve business goals.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.

### **Target 1**

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Students will be able to classify characteristics pertaining to a SWOT analysis.

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### **Target 2**

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Students will be able to specify the target market for advertisements.

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### **Summative Assessment**

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Unit Assessment will be created and will count as the Marking Period 1 Benchmark. In addition, there will be other assessments in the form of projects, pen and paper tests, and quizzes.

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### **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussion

Do Nows and Closures

Class Polling

Observation

Test and Quizzes

## **Accommodations/Modifications**

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Differentiaton:

Additional online resources, such as videos and tutorials will be available to clarify terms and procedures related to the importance of marketing and marketing plans.

All instruction, labs, activities, and assessments will be modified and enhanced to adhere to individual student's IEPs and 504s. As well differentiated classroom management strategies will be utilized as to adhere to these students individual plans as well.

Enrichment:

DECA enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated Power Points, Notes, Projects and Worksheets

Textbooks

Internet Resources

Computer Based Activities

Document Projector

Overhead Projector

Vocabulary Workbooks

## **Interdisciplinary Connections**

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LA.RST.11-12.4

Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

LA.WHST.11-12.4

Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

MA.K-12.1

Make sense of problems and persevere in solving them.

MA.K-12.5

Use appropriate tools strategically.



