| ***Product and Event Marketing: Unit 3 - The Marketing Mix***  ***5 Weeks - 25 Days*** | | | | | |
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| **Targeted Standards** (Write the overall NJSLS standards that are most applicable to this unit.).  **9.4.12.CT.2:** Explain the potential benefits of collaborating to enhance critical thinking and problem solving (e.g., 1.3E.12profCR3.a).  **9.4.12.DC.7:** Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society (e.g., 6.1.12.CivicsPD.16.a). | | | | | |
| **Rationale and Transfer Goals** :  In this unit, students will take an in-depth look at each of the four elements of the marketing mix. They will learn and understand the role that marketing plays in developing new products and services and will gain a better understanding of how pricing and distribution fit into the marketing process. Students will explore the various forms of promotion and how companies develop promotional campaigns in order to communicate with their potential customers. | | | | | |
| **Enduring Understandings:** What are the most essential conclusions that students should be guided towards throughout this unit?  Marketing plays a key role in the development of new products and services by identifying potential target markets and  customers’ needs in order to design products and services to be as satisfying as possible.  Pricing is an important factor in regards to the success of products as businesses must satisfy customer needs while still being profitable.  Distribution is often the most difficult element of a marketing mix and requires businesses to consider many factors, including convenience to their customers, cost, and availability of distribution partners.  Businesses use promotion as a means of communication with their customers and it must be carefully planned. | | | | | |
| **Essential Questions**: What are the questions that will guide critical thinking about the content of this unit? Essential questions should, in part, be thought-starters toward the enduring understandings.  What role does marketing play in developing new products and services?  How can pricing affect the success of a product or service?  What is distribution and what factors must be considered during this process?  How do businesses use promotion as a form of incentive and communication with their customers? | | | | | |
| **Content/Objectives** | | | **Instructional Actions** | | |
| **Content**  ***What students will know*** | **Skills**  ***What students will be able to do*** | | **Activities/Strategies**  ***How we teach content and skills*** | | **Evidence (Assessments)**  ***How we know students have learned*** |
| * Marketing plays a vital role in new product and service development. * Packaging, branding, and extended product design are considered part of the product element of marketing. * Pricing strategies for products and services must be carefully planned. * Effective distribution should take into consideration customer needs, convenience, cost, and availability of distribution partners, and product image. * Businesses must use various forms of promotion in order to reach their potential customers. * Branding creates economic and intrinsic value for a company. * Products and services should be presented in the form of feature, advantage, and benefit so that customers truly understand the value. | * Explain the role that marketing plays in developing new products and services. * Analyze products to determine how packaging designs, brand names, and other extended product pieces can make a product more satisfying. * Calculate basic price points for products and services using break- even analysis and design pricing. * Strategies that satisfy customer needs while still yielding a profit. * Create distribution models for products and services that align with customer needs and product image. * Develop promotional campaigns that take into consideration target * market needs. | | * Multimedia presentations. * Classroom activities. * Student participation in classroom discussion. * Marketing Segmentation Cereal Box activity. * Packaging Design activity. * Product Placement activity. * Marketing Mix Practice Problems group activity. * Shark Tank Marketing Mix. * Branding Car Activity. * Pricing - Lemonade Game. * Logo Activity. * YouTube videos. | | * Class Activities. * Class Discussions. * Challenge Question participation. * Exit Ticket. * Unit Test ([File 1](https://docs.google.com/presentation/d/1DcquePwdex_y2EernfyJGJII3aRU6yMCEEGngs_XV4M/edit?usp=sharing)) ([File 2](https://docs.google.com/document/d/1gBIm1fjO8fXRC7xQPQEb-QPrgu-knjV72M5WrwEA9p8/edit?usp=sharing)). * Teacher observation and reflection. * Branding Car activity analysis. * Analyzing Commercial results. * Marketing Mix Practice Problems Group Activity. * Shark Tank Marketing Mix activity results. * Lemonade Game results. |
| **Spiraling for Mastery**  **Where does this unit spiral back to other units from this or previous years**  **in order to ensure that students retain mastery of what they’ve learned?** | | | | | |
| **Content or Skill for this Unit** | | **Spiral Focus from Previous Unit** | | **Instructional Activity** | |
| * Marketing Mix (4 P’s of Marketing: Product, Price, Place, and Promotion). * Analyzing Products and Packaging. * Analyzing Pricing. * Different types of branding. * Understanding distribution as a vital part of the marketing. | | * Google Classroom and Google Drive familiarity. * SWOT Analysis. * How to obtain marketing information. * Market Segmentation. * Supply and Demand. * Direct vs. indirect competition. | | * Challenge Questions. * Mini Paragraphs/Sentence Starters. * Use of Google Classroom and Google Drive applications. | |
| **21st Century Skills:** What are the [21st Century Skills](http://www.p21.org/about-us/p21-framework) that are a part of this unit, and where are they experienced?  CRP1. Act as a responsible and contributing citizen and employee.  CRP4. Communicate clearly and effectively and with reason.  CRP5. Consider the environmental, social and economic impacts of decisions.  CRP6. Demonstrate creativity and innovation.  CRP7. Employ valid and reliable research strategies.  CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.  CRP11. Use technology to enhance productivity.  In the literacy block, students will be making judgments and decisions, implementing innovations, thinking creatively, work creatively, communicate clearly, collaborating with others, using visual literacy, applying scientific and numerical literacy, using cross-disciplinary thinking, applying basic literacy, accessing and evaluating information, using and managing information, creating media products, and applying technology effectively. | | | | | |
| **Key resources:** What are the resources that are essential for this unit (may also be listed in “Activities/Strategies”)?   * Quizizz * Google Classroom * Google Drive Applications (Docs, Sheets, Slides) * Nearpod * Internet use for research * SMART Board for presentations * Projector | | | | | |
| **Interdisciplinary Connections:**  **English Language Arts -** Students will be collaborating with each other to creating a cereal box based on market segmentation to reach a specific target market and must both put their creative ideas to work / NJSLSA.SL1 - Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others’ ideas and expressing their own clearly and persuasively.  **World Language -** Students will write creatively when coming up with new car brands that segment the market/ 7.1.AL.PRSNT.4: Use language creatively in writing for personal, career, or academic purposes using connected sentences in paragraph-level narration and description | | | | | |