

Unit 2 - Market Your Business

Content Area: **21st Century Life & Careers**
Course(s): **Generic Course**
Time Period: **Generic Time Period**
Length: **Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.12.N.(1); 9.4.12.N.(2); 9.4.12.N.(4); 9.4.12.N.(5); 9.4.12.N.(6); 9.4.12.N.20; 9.4.12.N.83; 9.4.12.N.84

9.3.12.BM	Business Management and Administration
9.3.12.BM.6	Implement, monitor and evaluate business processes to ensure efficiency and quality results.
9.3.12.BM-ADM	Administrative Support
9.3.12.BM-ADM.1	Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
9.3.12.BM-ADM.2	Access, evaluate and disseminate information for business decision making.
9.3.12.BM-ADM.3	Plan, monitor and manage day-to-day business activities.
9.3.12.BM-BIM.1	Describe and follow laws and regulations affecting business operations and transactions.
9.3.12.BM-HR	Human Resources Management
9.3.12.BM-HR.1	Describe and follow laws and regulations affecting human resource operations.
9.3.12.BM-MGT	General Management
9.3.12.BM-OP	Operations Management

Essential Questions

1. Why do entrepreneurs need to develop a marketing strategy?
2. What types of decisions will entrepreneurs have to make about their products?
3. What should entrepreneurs consider when pricing their products?
4. How do products get from the manufacturer to the consumer?
5. What role does promotion play in the success of a business?

Content / Skills

CONTENT

- Purpose of a business plan and its elements
- Influences of product planning
- Importance of branding
- Factors affecting price
- Pricing concepts and planning
- Legal issues affecting pricing
- Channels of distribution
- Methods of transportation and inventory storage
- Role of promotion in marketing and its functions
- Types of promotion

SKILLS

- Create a business plan
- Critique product mix
- Identify various branding strategies
- Explain factors affecting pricing
- Explain the principles of supply and demand
- Explain legal considerations for pricing
- Identify strategies for pricing products and services
- Identify various channel members
- Explain the advantages and disadvantages of different forms of transportation
- Identify the types of purchase situations
- Explain the process of receiving merchandise and inventory systems
- Develop a promotional plan