

# Unit 1 - Designing Customer- Oriented Marketing Strategies

Content Area: **21st Century Life & Careers**  
Course(s): **Business and Consumer Math**  
Time Period: **Semester 1**  
Length: **3 Weeks**  
Status: **Published**

## Unit Introduction

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### Standards

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3.2-3.5; 6.5-6.6; 8.2;

9.4N1, 9.4N2, 9.3C, 9.4D, 9.4K

9.1.12A, 9.1.12B

BUS.9-12.II	Consumers and Their Behavior
BUS.9-12.IV	The Marketing Mix
BUS.9-12.IV.1.A.2	New Product Development and Ideas
BUS.9-12.IV.1.A.5	Product Mix
BUS.9-12.IV.1.D	Promotion
BUS.9-12.IV.1.D.3	Public Relations and Publicity
BUS.9-12.III	External Factors
BUS.9-12.III.1.G	Technology

### Essential Questions

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1. Why is there a marketing mix?
2. What is the importance of planning?
3. How do ethics and social responsibility impact society?
4. What is the importance of non-traditional marketing?
5. What is the importance of setting goals and developing strategies for a social media marketing initiative?
6. What is the impact of technology to business?

## **Content / Skills**

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### CONTENT

- The elements of the marketing mix
- Strategic and tactical planning
- Steps in the marketing planning process
- Tools for marketing planning
- The relationship between ethics and social responsibility

Non traditional marketing strategies

Social media platforms and tools

E-commerce strategies

### SKILLS

- Develop a marketing mix for new product launch
- Create strategic and tactical plans
- Analyze ethics and social responsibility case studies

Chart comparisons of non traditional marketing

Research social media sites and platforms

Create various forms of E-commerce