

Unit 1 - Product Planning

Content Area: **21st Century Life & Careers**
Course(s): **Business and Consumer Math**
Time Period: **Semester 2**
Length: **3 Weeks**
Status: **Published**

Unit Introduction

Standards

9.4.N.(1); 9.4.N.(2); 9.4.N.(4); 9.4.12.L; 9-12.9.2.12.C

BUS.9-12.V	Marketing Research
BUS.9-12.V.1	Analyze the role of marketing research in decision making.
BUS.9-12.IV.1.A.5	Product Mix
BUS.9-12.IV.1.A.7	Product Life Cycle
BUS.9-12.IV.1.A.7.1	identify the stages of a product life cycle
BUS.9-12.IV.1.A.7.2	identify the product life cycle stage in which a product is located
BUS.9-12.VI	The Marketing Plan
BUS.9-12.VI.1	Describe the elements, design, and purposes of a marketing plan.

Essential Questions

1. What influences product development?
2. What is the importance of determining customer needs and wants, and how is that information utilized in the marketing mix?

Content / Skills

CONTENT

- The role of product planning in developing a strategic marketing mix
- Research consumer needs and wants to develop a marketing mix
- Assess competitors to develop innovative products and services with a strategic marketing mix^{[[L]]}_{[[SEP]]}
- Classifications of consumer goods and services^{[[L]]}_{[[SEP]]}
- Classifications of business goods and services^{[[L]]}_{[[SEP]]}
- Development of product lines^{[[L]]}_{[[SEP]]}
- Product Life Cycle^{[[L]]}_{[[SEP]]}
- Brand development^{[[L]]}_{[[SEP]]} and management^{[[L]]}_{[[SEP]]}
- Consumer adoption process^{[[L]]}_{[[SEP]]}

- Product safety and liability ^[1]_[SEP]

SKILLS ^[1]_[SEP]

- Distinguish between a good and a service ^[1]_[SEP]
- Explain the characteristics of each phase of the product life cycle ^[1]_[SEP]
- Identify strategies for managing the product life cycle ^[1]_[SEP]
- Develop a strategic marketing mix based on consumer needs and wants