

Unit 1: The World of Marketing

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

Unit Introduction

Standards

9.4.N.(2); 9.4.N.(3); 9.4.N.(6)

BUS.9-12.I	Foundations of Marketing
BUS.9-12.I.1	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

Essential Questions

1. What is marketing and its importance?
2. What is the importance of a marketing plan?

Content / Skills

CONTENT

- Marketing core functions
- Marketing concept
- Marketing Planning
- SWOT Analysis
- Elements of a Marketing Plan

SKILLS

- Describe each marketing core function
- Explain the marketing concept
- Conduct a SWOT Analysis
- Identify the factors in a PEST Analysis
- Explain the basic elements of a marketing plan

