

**Randolph Township Schools
Randolph High School**

**Marketing I
Curriculum**

*“The aim of marketing is to know and understand the customer so well
the product or service fits him and sells itself.”
~Peter Drucker*

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Randolph Township Schools
Department of Science, Technology, Engineering, and Math

Marketing I
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Randolph Township Schools

Mission Statement

We commit to inspiring and empowering all students in Randolph Schools to reach their full potential as unique, responsible and educated members of a global society.

Randolph Township Schools Affirmative Action Statement

Equality and Equity in Curriculum

The Randolph Township School district ensures that the district's curriculum and instruction are aligned to the state's standards. The curriculum addresses the elimination of discrimination and the achievement gap, as identified by underperforming school-level AYP reports for state assessments. The curriculum provides equity in instruction, educational programs and provides all students the opportunity to interact positively with others regardless of race, creed, color, national origin, ancestry, age, marital status, affectional or sexual orientation, gender, religion, disability or socioeconomic status.

N.J.A.C. 6A:7-1.7(b): Section 504, Rehabilitation Act of 1973; N.J.S.A. 10:5; Title IX, Education Amendments of 1972

RANDOLPH TOWNSHIP BOARD OF EDUCATION

EDUCATIONAL GOALS

VALUES IN EDUCATION

The statements represent the beliefs and values regarding our educational system. Education is the key to self-actualization, which is realized through achievement and self-respect. We believe our entire system must not only represent these values, but also demonstrate them in all that we do as a school system.

We believe:

- The needs of the child come first
- Mutual respect and trust are the cornerstones of a learning community
- The learning community consists of students, educators, parents, administrators, educational support personnel, the community and Board of Education members
- A successful learning community communicates honestly and openly in a non-threatening environment
- Members of our learning community have different needs at different times. There is openness to the challenge of meeting those needs in professional and supportive ways
- Assessment of professionals (i.e., educators, administrators and educational support personnel) is a dynamic process that requires review and revision based on evolving research, practices and experiences
- Development of desired capabilities comes in stages and is achieved through hard work, reflection and ongoing growth

Randolph Township Schools

Department of Science, Technology, Engineering, and Math

Introduction

Randolph Township Schools is committed to excellence. We believe that all children are entitled to an education that will equip them to become productive citizens of the 21st century. We believe that an education grounded in the fundamental principles of science, technology, engineering, and math (STEM) will provide students with the skills and content necessary to become future leaders and lifelong learners.

A sound STEM education is grounded in the principles of inquiry, rigor, and relevance. Students will be actively engaged in learning as they use real-world STEM skills to construct knowledge. They will have ample opportunities to manipulate materials and solve problems in ways that are developmentally appropriate to their age. They will work in an environment that encourages them to take risks, think critically, build models, observe patterns, and recognize anomalies in those patterns. Students will be encouraged to ask questions, not just the “how” and the “what” of observed phenomena, but also the “why”. They will develop the ability, confidence, and motivation to succeed academically and personally.

STEM literacy requires understandings and habits of mind that enable students to make sense of how our world works. As described in Project 2061’s *Benchmarks in Science Literacy*, *The Standards for Technological Literacy*, and *Professional Standards for Teaching Mathematics*, literacy in these subject areas enables people to think critically and independently. Scientifically and technologically literate citizens deal sensibly with problems that involve mathematics, evidence, patterns, logical arguments, uncertainty, and problem-solving.

Marketing I

Introduction

Marketing I is an elective course in the STEM department for sophomores, juniors and seniors. Marketing is all around us. If you have ever seen a TV commercial, a magazine or Internet advertisement, or selected an article of merchandise to purchase, you have taken part in the marketing cycle. This course allows students to examine marketing and the entire process that a product goes through before it reaches the consumer. Students will learn about the inception of new product ideas, research and development, promotion of the new product, and selling the product to the consumer. Students will be introduced to perspectives on all aspects of marketing including advertising, sales, promotion, direct and data base marketing, business-to-business marketing, marketing research and customer relationships to product producers. The study of marketing will introduce students to many new and exciting concepts and career ideas while applying marketing concepts to their everyday lives.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	UNIT NUMBER	CONTENT - UNIT OF STUDY
2 weeks	I	The World of Marketing
4 weeks	II	Economics
7 weeks	III	Business and Society
5 weeks	IV	Communication, Interpersonal and Management Skills for Marketing
10 weeks	V	Selling
5 weeks	VI	Promotion
3 weeks	VII	Product and Service Management

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT I: The World of Marketing

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Marketing is the process of planning, pricing, promoting, selling, and distributing ideas, goods, and/or services to create exchanges that satisfy customers.		<ul style="list-style-type: none"> Why do marketing practices change?
Good marketing relies on effective planning.		<ul style="list-style-type: none"> What influences potential customers?
Businesses look for ways to connect with current and potential customers.		<ul style="list-style-type: none"> When and why should a business conduct a SWOT analysis?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>To be a successful marketer, understanding the foundations, functions, and basic tools of marketing are required.</p> <p>Marketing is a key part of our economy, supporting competition and offering benefits to consumers.</p> <p>A company starts its marketing planning with a look at itself and the world around it.</p> <p>The key to marketing and selling goods, services, and/or ideas is to know your customer or audience.</p>	<p>Students will be able to:</p> <p>Discuss why marketing is important in business. Identify the four foundations of marketing. Apply the seven functions of marketing. Describe the marketing concept.</p> <p>Analyze the economic benefits of marketing. Apply the concept of utility.</p> <p>Conduct a “Strength, Weakness, Opportunity, and Threats” (SWOT) analysis. Describe the three key areas of an internal company analysis. Identify the factors in an environmental scan.</p> <p>Differentiate between consumer and industrial markets. Analyze the target market for a product or service. Describe the components of the marketing mix. Discuss the basic elements of a marketing plan. Differentiate between mass marketing and market segmentation.</p>	<p>8.1.A.2 8.1.12B.1 9.1.4.D.1 9.1.12.A.1 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.F.(5).1 9.4.12.N.(4).10 9.4.12.N.(5).3 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5</p>

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit I - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 weeks	Unit I – The World of Marketing <ul style="list-style-type: none"> ○ Four Foundations of Marketing ○ Seven Functions of Marketing ○ Marketing Concept ○ Economic Benefits ○ SWOT Analysis ○ Target Market 	Textbook: Chapters 1 – 2 Marketing Essentials: Interactive Chalkboard (Glencoe) CD Chapter 1 – 2 Case Studies Functions of Marketing Handout Fruit Beverage Project Marketing Practice Utility Project Online Self-Assessment www.marketingessentials.glencoe.com A Matter of Ethics and Market Tech – Chapters 1, 2

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT II: Economics

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
An economy is the organized process a nation provides for the needs and wants of its people.		• How much should businesses be regulated in a democracy?
Marketers need to consider the economic factors that will influence marketing planning.		• Is the United States economically prosperous?
The global marketplace makes all people and businesses in the world both potential customers and potential employees or employers.		• What social, political, and economic opportunities and problems arise when cultures interact? • How “free” should national and international trade be?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>A nation, through its economy, makes economic choices determining how resources are utilized to meet the needs of its population.</p> <p>Companies need to understand current economic indicators to make good decisions.</p> <p>Interdependence of nations, along with trade agreements among countries, creates a global marketplace.</p> <p>Doing business in a foreign country is very different from doing business in the United States.</p>	<p>Students will be able to:</p> <p>Describe the concept of an economy. Identify the factors of production. Discuss the concept of scarcity. Determine how traditional, market, command, and mixed economies answer the three basic economic questions.</p> <p>Describe the goals of a healthy economy. Explain the need for economic indicators in business. Identify the key phases of the business cycle.</p> <p>Discuss the interdependence of nations. Explain the nature of international trade. Differentiate between a positive and negative balance of trade. Identify three types of trade barriers. Analyze three significant trade agreements/alliances that foster global free trade.</p> <p>Describe forms of international trade. Identify political, economic, socio-cultural, and technological (PEST) factors that affect international business. Illustrate examples of global marketing strategies for product and promotion decisions.</p>	<p>8.1.A.2 8.1.12B.1 9.1.4.D.1 9.1.12.A.1 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.F.(5).1 9.4.12.N.(4).10 9.4.12.N.(5).3 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5</p>

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit II - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
4 weeks	Unit II – Economics <ul style="list-style-type: none"> ○ Factors of Production ○ Traditional, Market, Command, and Mixed Economies ○ Three Basic Economic Questions ○ International Trade ○ Interdependence ○ Trade Agreements ○ Global Marketing ○ PEST 	Textbook: Chapters 3-4 Case Studies Chapter 3-4 Online Self-Assessment Chapter 3 www.marketingessentials.glencoe.com Factors of Production: Identification Activity Gross Domestic Product Reflection Activity Global Market Activity Marketing Essentials: Interactive Chalkboard (Glencoe) CD A Matter of Ethics and Market Tech – Chapters 3-4

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT III: Business and Society

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Market-oriented economic systems determine prices through the interaction of supply and demand.		<ul style="list-style-type: none"> What should determine the price of a product or service?
It is essential to see the role of business in society not only as a provider of goods and services but also as an integral part of the society at large.		<ul style="list-style-type: none"> When, how, and why has social responsibility changed?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>Economic factors will influence your marketing planning.</p> <p>Pricing in a free enterprise system is determined primarily by the theory of supply and demand.</p> <p>The major functions of a business are production or procurement, marketing, management, and finance.</p> <p>In a free enterprise system, the government plays a role in safe guarding its own principles and providing for the health, general welfare, and safety of its citizens.</p> <p>Civic-minded companies are concerned with their workers, customers, communities and the environment.</p> <p>Business ethics are part of social responsibility and play a role in decisions made by businesses that affect all stakeholders.</p>	<p>Students will be able to:</p> <p>Explain the characteristics of a healthy economy. Analyze the four key phases of the business cycle in relation to marketing decisions. Understand the measures of an economy and what factors contribute to economic strength or weakness.</p> <p>Distinguish between price and non-price competition. Describe the theory of supply, demand and equilibrium point. Analyze the driving factors that contribute to surplus and shortages.</p> <p>Compare and contrast for-profit and non-profit organizations. Distinguish between the public and private sectors. Identify the major types of businesses in the industrial market.</p> <p>Assess the role of government in a free enterprise system. Discuss the relationship among federal regulatory agencies and laws that protect consumers, workers, investors, and the environment. Demonstrate the impact of government on businesses.</p> <p>Illustrate examples of business' social responsibilities. Examine the concept of business ethics. Create a public service announcement.</p> <p>Interpret guidelines for ethical behavior. Critique a company's corporate code of ethics.</p>	<p>8.1.A.2 8.1.12B.1 9.1.4.D.1 9.1.12.A.1 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.F.(5).1 9.4.12.N.(2).1 9.4.12.N.(2).2 9.4.12.N.(2).10 9.4.12.N.(5).3 9.4.12.N.(5).9 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.5</p>

	Analyze the American Marketing Association's (AMA) Code of Ethics.	ELA.SL.11-12.5
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RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit III - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
7 weeks	Unit III – Business and Society <ul style="list-style-type: none"> ○ Market-Oriented Economic System ○ Business Classifications ○ Role of Government ○ Social Responsibility ○ Business Ethics 	Textbook Chapters 5 – 6 Case Studies Chapter 5 – 6 T-Shirt Activity Zappos.com Activity Consumer Research: Online Reflection Activity Philanthropic Activity Marketing Essentials: Interactive Chalkboard (Glencoe) CD A Matter of Ethics and Market Tech – Chapters 5 - 6

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT IV: Communication, Interpersonal and Management Skills for Marketing

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Effective communication is vital in every aspect of business.		<ul style="list-style-type: none"> How does communication influence a business' bottom line?
In the diverse market place, good interpersonal skills are highly valued.		<ul style="list-style-type: none"> When, why, and how should employee training programs change?
Global competition is creating companies and managers who are united by common goals and ideals.		<ul style="list-style-type: none"> Why and how would business leadership in the 21st century be revolutionized by Global competition?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>Effective communication is an essential component of marketing.</p> <p>Understanding the communication process and improving listening and speaking skills will lead to greater success in all aspects of life.</p> <p>Self-development and good interpersonal skills are essential for effectively handling a variety of work situations.</p> <p>Developing the skills of all team members will help the team achieve its goals as well as create good working relationships between employees and customers.</p> <p>To facilitate effective management, businesses are generally organized either vertically or horizontally.</p>	<p>Students will be able to:</p> <p>Determine effective verbal and nonverbal communication. Describe the role of listening in communication.</p> <p>Identify tone and its role in various forms of business communication. Examine the role of listening in communication.</p> <p>Assess why awareness of cultural differences is important. Integrate important interpersonal skills. Perform effectively in diverse environments. Manage conflict by using appropriate negotiation skills. Develop the personal traits necessary for ethical action.</p> <p>Discuss how to receive and handle customer complaints. Determine the skills needed to be a good team member and provide leadership. Apply the six aspects of successful teamwork.</p> <p>Differentiate between horizontally and vertically organized companies. Analyze the three levels of management. Evaluate how a self-managing team functions.</p>	<p>8.1.A.2 8.1.12B.1 9.1.4.D.1 9.1.12.A.1 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.F.(5).1 9.4.12.N.(2).1 9.4.12.N.(2).2 9.4.12.N.(2).10 9.4.12.N.(4).10 9.4.12.N.(5).3 9.4.12.N.(5).9 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a</p>

Understanding basic management functions is essential to success in the field of marketing.	Discuss the three functions of management. Examine the management techniques utilized by effective managers. Determine how to manage employees properly.	ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5
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RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit IV - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
5 weeks	Unit IV – Communication, Interpersonal and Management Skills for Marketing <ul style="list-style-type: none"> ○ Communication Skills ○ Interpersonal Skills ○ Management ○ Verbal and Nonverbal Communication ○ Vertical and Horizontal Organizations ○ Cultural Differences ○ Customer Service 	Textbook: Chapters 8, 10, 11 Chapter 10 Study Organizer Teamwork: Collaborative Activity Memo Assignment Chapter 11 Internet Activity: Understanding a CEO’s Role Internet Activity: Conflict Management Marketing Essentials: Interactive Chalkboard (Glencoe) CD A Matter of Ethics and Market Tech – Chapters 8,10,11

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT V: Selling

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Selling involves creating a relationship with customers, identifying the customer's needs and wants, providing possible solutions that meet their needs and wants, and closing the sale.		<ul style="list-style-type: none"> Why do customers buy the products and services they do? What responsibility do salespeople have to their customers?
Objections are an opportunity to further determine customers' needs and concerns.		<ul style="list-style-type: none"> What should effective salespeople do when a customer can't make a decision?
Closing the sale is an agreement by the customer to buy.		<ul style="list-style-type: none"> Should sales be regulated or restricted? When? Who decides?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>Personal selling is any form of direct contact between a salesperson and a customer.</p> <p>To be effective in sales, a salesperson must possess product knowledge, as well as an understanding of customers' motives for buying and of the decision-making process.</p> <p>Salespeople need to prepare for the sale by learning about the industry and the products they are selling.</p> <p>Companies have sales policies, some of which deal with legal issues.</p> <p>There are seven steps in the sales process.</p> <p>Salespeople can make or break a sale during their first few minutes</p>	<p>Students will be able to:</p> <p>Identify selling and different types of selling situations. Explain the purpose and goal setting in selling. Define consultative selling.</p> <p>Differentiate between rational and emotional buying motives. Distinguish the three levels of customer decision-making</p> <p>Develop sources of product information. Illustrate the main focus of preparation in business-to-business selling and retail selling.</p> <p>Analyze the four-step process used by sales managers for training new personnel. Identify the elements of a legal sales contract.</p> <p>Distinguish among the seven steps of the sales process. Examine the importance and purpose of different approaches in the sales process.</p> <p>Demonstrate how business-to-business sales representatives conduct</p>	<p>8.1.A.2 8.1.12.B.1 8.1.12.F.2 9.1.4.D.1 9.1.12.A.1 9.1.12.C.4 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.N.8 9.4.12.N.19 9.4.12.N.20 9.4.12.N.28 9.4.12.N.39 9.4.12.F.(5).1 9.4.12.N.(1).14 9.4.12.N.(2).1</p>

with a customer.	the initial approach. Choose one of the three methods for making the initial approach in retail sales. Create an elevator speech.	9.4.12.N.(2).2 9.4.12.N.(2).10 9.4.12.N.(4).10 9.4.12.N.(5).3 9.4.12.N.(5).9
Determining needs is an early step in the sales process.	Analyze the three methods for determining customer needs.	ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a
The product presentation step of the sales process is where product knowledge is shared with customers.	Formulate the goal of the product presentation. Explain the four techniques that create a lively and effective product presentation.	ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.3 ELA.SL.11-12..3
Objections are reasons for not buying or doubts that occur during a sales presentation.	Distinguish between objections and excuses. Compare and contrast the five buying decisions on which common objections are based. Demonstrate the general four-step method for handling customer objections. Assess the seven specific methods of handling objections and identify when each should be used.	ELA.SL.9-10.4 ELA.SL.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5
Customer buying signals help a salesperson determine a customer's readiness to buy.	Identify customer buying signals. Outline rules for closing a sale. Distinguish among appropriate specialized methods for closing a sale.	
Suggestion selling is important because it helps generate more sales revenue for a company and helps to create more satisfied customers.	Explain the importance of suggestion selling. Demonstrate appropriate specialized suggestion selling methods. Analyze strategies for maintaining and building a clientele. Justify the importance of customer service and follow up. Illustrate the concept of customer relationship management.	

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit V - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
10 weeks	Unit V – Selling <ul style="list-style-type: none"> ○ Personal Selling ○ Customer Decision Making Process ○ Rational and Emotional Buying Motives ○ Seven Step Sales Process ○ Product Presentation ○ Customer Objections ○ Customer Buying Signals ○ Suggestion Selling ○ Customer Relationship Management 	Textbook: Chapters 12 - 15 Feature Benefit Chart Objection Analysis Chart Case Studies Chapter 12 - 15 Chapter 12 Customer Buying Project Personal Selling Exercise Marketing Essentials: Interactive Chalkboard (Glencoe) CD A Matter of Ethics and Market Tech – Chapters 12 - 15

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT VI: Promotion

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Companies rely on promotion to inform their customers about their products and services.		<ul style="list-style-type: none"> What values, lifestyles, and points of view are represented in a promotion? Which are omitted?
Visual merchandising encompasses all of the physical elements that merchandisers use to project an image to customers.		<ul style="list-style-type: none"> What factors should influence visual merchandising?
Businesses use different types of advertising media to promote their image, products and services.		<ul style="list-style-type: none"> What factors should affects media choice?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>The combination of advertising, selling, sales promotion, direct marketing, and public relations makes up the promotional mix.</p> <p>Sales promotion includes utilizing different techniques to increase sales and inform customers about a company's products or services.</p> <p>Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.</p> <p>Visual merchandisers must know the rules of artistic design in order to create displays that help enhance sales, attract customers, and sustain customer loyalty.</p> <p>Advertising is an important element of promotion.</p>	<p>Students will be able to:</p> <p>Explain the role of promotion in business and marketing. Compare and contrast the various types of promotion. Distinguish between public relations and publicity. Produce a news release. Outline the concept of the promotional mix.</p> <p>Illustrate sales promotion. Justify the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs.</p> <p>Examine the concept and purpose of visual merchandising. Analyze the elements of visual merchandising. Incorporate different types of display arrangements. Justify the role of visual merchandisers on the marketing team.</p> <p>Outline the five steps of creating a display. Assess how artistic elements function in display design. Determine the importance of display maintenance.</p> <p>Explain the concept and purpose of advertising in the promotional mix. Classify the different types of advertising media.</p>	<p>8.1.A.2 8.1.12.B.1 8.1.12.F.2 9.1.4.D.1 9.1.12.A.1 9.1.12.C.4 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.N.8 9.4.12.N.19 9.4.12.N.20 9.4.12.N.28 9.4.12.N.39 9.4.12.F.(5).1 9.4.12.N.(1).14 9.4.12.N.(2).1 9.4.12.N.(2).2</p>

<p>Marketers must know the essential elements of an advertising campaign and how they are used to develop effective advertisements.</p> <p>Advertisers need to understand effective design principles when developing ad layouts to attract the attention of a targeted audience.</p>	<p>Evaluate the planning and selection of media.</p> <p>Assess how advertising campaigns are developed. Examine the role of an advertising agency. Distinguish among the key components of print advertisements.</p> <p>Characterize the principles of preparing an ad layout. Illustrate the advantages and disadvantages of using color in advertising.</p>	<p>9.4.12.N.(2).10 9.4.12.N.(4).10 9.4.12.N.(5).3 9.4.12.N.(5).9 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.3 ELA.SL.11-12..3 ELA.SL.9-10.4 ELA.SL.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5</p>
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RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit VI - Curriculum Pacing Chart
Marketing I

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
5 weeks	Unit VI – Promotion <ul style="list-style-type: none"> ○ Promotion ○ Visual Merchandising ○ Advertising Media ○ Promotional Mix ○ Sales Promotion ○ Advertising Campaign ○ Advertising Design Principles 	Textbook Chapters 17 - 20 Marketing Essentials: Interactive Chalkboard (Glencoe) CD Case Studies Chapter 17 – 20 Activity: Company Public Relations Activity: Pet Adoption in the Park Internet Activity: The Best Commercial Activity: Print Advertising Exercise Visual Merchandising Project

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I
UNIT VII: Product and Service Management

ENDURING UNDERSTANDINGS		ESSENTIAL QUESTIONS
Product planning involves making decisions about what features should be incorporated in a product or service.		<ul style="list-style-type: none"> When, why, and how should product planning change?
Brands are one of a company's most important assets and are powerful tools in the marketing and selling process.		<ul style="list-style-type: none"> What social, political, and economic opportunities arise in branding? What problems arise?
Developing a products' package is an integral part of product planning and promotion.		<ul style="list-style-type: none"> What should be the relationship between packaging design and promotion?
KNOWLEDGE	SKILLS	CCSS
<p>Students will know:</p> <p>Product planning results in designing marketing programs that increase sales by making products that customers want.</p> <p>The importance of understanding the different marketing strategies used to sustain product sales over time.</p> <p>The name of a company and the names of its products or services need to project a positive image.</p> <p>Effective packaging and labeling create a good impression, help sell the product, and communicate benefits to customers.</p>	<p>Students will be able to:</p> <p>Evaluate the steps in product planning. Assess how to develop, maintain, and improve a product mix.</p> <p>Compare and contrast the four stages of the product life cycle. Infer product positioning techniques.</p> <p>Distinguish the nature, scope, and importance of branding in product planning. Reinforce the various branding elements. Interpret the three different types of brands. Assess how branding strategies are used to meet sales and company goals.</p> <p>Evaluate the functions of product packaging. Classify the functions of labels.</p>	<p>8.1.A.2 8.1.12.B.1 8.1.12.F.2 9.1.4.D.1 9.1.12.A.1 9.1.12.C.4 9.3.12.F.58 9.4.12.D.3 9.4.12.D.13 9.4.12.D.17 9.4.12.D.23 9.4.12.D.24 9.4.12.F.13 9.4.12.F.17 9.4.12.F.25 9.4.12.F.49 9.4.12.F.52 9.4.12.N.8 9.4.12.N.19 9.4.12.N.20 9.4.12.N.28 9.4.12.N.39 9.4.12.F.(5).1 9.4.12.N.(1).14 9.4.12.N.(2).1 9.4.12.N.(2).2</p>

		9.4.12.N.(2).10 9.4.12.N.(4).10 9.4.12.N.(5).3 9.4.12.N.(5).9 ELA.RI.9-10.1 ELA.RI.11-12.1 ELA.W.9-10.2a ELA.W.11-12.2a ELA.W.9-10.4 ELA.W.11-12.4 ELA.SL.9-10.3 ELA.SL.11-12..3 ELA.SL.9-10.4 ELA.SL.11-12.4 ELA.SL.9-10.5 ELA.SL.11-12.5
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RANDOLPH TOWNSHIP SCHOOL DISTRICT
Unit VI - Curriculum Pacing Chart
Product and Service Management

SUGGESTED TIME ALLOTMENT	CONTENT – UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
3 weeks	Unit VII – Product and Service Management <ul style="list-style-type: none"> ○ Product Planning ○ Branding ○ Packaging ○ Labeling ○ Product Life Cycle ○ Product Mix 	Textbook Chapters 30 - 31 Marketing Essentials: Interactive Chalkboard (Glencoe) CD Case Studies Chapter 30 - 31 Activity: Reinventing a Branding Mascot Internet Activity: Researching Branding Consultants Activity: Design Dog Food Packaging

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Marketing I

APPENDIX A

RESOURCES:

Textbook:

Marketing Essentials
Authors: Farese, Kimbrell & Woloszyk
ISBN-07: 861257-8
Copyright 2006 McGraw-Hill Companies, Inc.

Technology:

- Spreadsheet software such as Excel
- Word processor software such as Word
- Presentation software such as PowerPoint
- SmartBoard

Web addresses:

www.marketingessentials.glencoe.com

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Marketing I

APPENDIX B

ASSESSMENT:

- Quiz
- Test
- Individual Projects
- Group Projects
- Homework
- Online Resources

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Marketing I

APPENDIX C

Opportunities exist for interdisciplinary units with courses such as Economics, Introduction to Business, Graphic Design, Mass Media and other electives.

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Marketing I

APPENDIX D

There are no prerequisites for this course.