

Boonton School District

Course Title:	Introduction to Marketing	Grade Level(s):	9-12		
Curriculum Area / Level:	Business	Credits:	2.5		
Course prerequisites and/or co-requisites:	Semester course with Financial Literacy				
Course Description:	A semester length course designed to give students a brief introduction to the subject of marketing. The focus will be to do mostly project work while teaching the theory necessary to do quality projects.				
Created by:	Dan Kohler	Date:		BOE Approval:	9/26/16
District Equity Statement:	As required by state law, it is the policy of Boonton School District not to discriminate on the basis of race, color, creed, religion, sex, ancestry, national origin, social or economic status, pregnancy, or physical handicap in its educational programs or activities and to maintain a learning environment that is free from sexual harassment. Courses of study and instructional materials shall be designed and selected in order to eliminate discrimination and promote understanding, sex equity, and mutual respect among people. No course offering, including but not limited to physical education, health, technology education, vocational, home economics, music and adult education, shall be limited on the basis of race, color, creed, religion, sex, ancestry, national origin, social or economic status, pregnancy, or physical handicap. Furthermore, there shall be no discrimination against students as to any educational activity or program because of pregnancy, childbirth, pregnancy-related disabilities, actual or potential parenthood, or family or marital status. If a student requests to be excluded or a physician certifies that such is necessary for her physical, mental, or emotional well-being, she must be provided with adequate and timely opportunity for instruction to continue or make up her schoolwork without prejudice or penalty.				

Division of Umbrella & Mini Units

Umbrella Unit 1 Topic / Name: Marketing Theory

Mini Unit(s) *(Add to the list of mini units as necessary)*

1A. Fundamentals of Marketing

1B. Market Segmentation

Umbrella Unit 2 Topic / Name: Marketing Promotions

Mini Unit(s) *(Add to the list of mini units as necessary)*

2A. Branding

2B. Advertising Media

2C. Print Advertisement

UMBRELLA UNIT 1	
Title:	Marketing Theory
Duration:	20 days
Essential Questions:	How are products presented to persuade purchases? Why is marketing valuable for future careers? What are the 4P's of marketing? What is market segmentation?
Summative Assessments: (Assessment at the end the learning period)	Quizzes, Tests
Formative Assessments: (Ongoing assessments during the learning period)	Exploratory activities, class discussions, student participation, classwork
Differentiation:	Guided notes, alternative summative assessment
TECHNOLOGY STANDARD (STANDARD 8)	
CPI #	CUMULATIVE PROGRESS INDICATOR (CPI)
8.1.12.F.1	Evaluate the strengths and limitations of emerging technologies and their impact on educational, career, personal and or social needs.

21ST CENTURY LIFE AND CAREER (STANDARD 9)	
CPI #	CUMULATIVE PROGRESS INDICATOR (CPI)
CRP6	Demonstrate creativity and innovation.

MINI UNIT 1A	
Title:	Fundamentals of Marketing
Duration:	10 days
Overview:	Basics of marketing, what is marketing?
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
What is a market?	9.3.MK.1
What are the 4 P's in the marketing mix?	9.3.MK.2
The difference between consumer and organizational markets	9.3.MK.1
What is a target market?	9.3.MK.8
Identify the 7 core functions of marketing	9.3.MK.4
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Determine a firm's market share	9.3.MK.1
Use the marketing mix to identify the target market	9.3.MK.2
Define each of the 7 core functions of marketing	9.3.MK.4

Essential Outcomes - Upon completion of this course students will understand (conceptual):		Alignment to Standards
Why is marketing important?		9.3.MK.1
How does marketing affect a person's daily life?		9.3.MK.1
Resources Mini Unit 1A:	<i>Marketing Essentials</i> Text, online resources	

MINI UNIT 1B		
Title:	Market Segmentation	
Duration:	10 days	
Overview:	The importance and practice of market segmentation	
Essential Outcomes - Upon completion of this course students will know (declarative):		Alignment to Standards
What are demographics?		9.3.MK-RES.3
What are geographics?		9.3.MK-RES.3
What are psychographics?		9.3.MK-RES.3
What is the difference between mass marketing and segmentation?		9.3.MK-RES.3
What are behavioral characteristics?		9.3.MK-RES.3
Essential Outcomes - Upon completion of this course students will be able to (procedural):		Alignment to Standards

Identify important characteristics of a market	9.3.MK-RES.3
Identify the characteristics of major age ranges	9.3.MK-RES.3
How to use data to improve market segmentation	9.3.MK-RES.3
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
Why is market segmentation important?	9.3.MK-RES.3
How does market segmentation relate to your online habits?	9.3.MK-RES.3
The importance of data in marketing	9.3.MK-RES.3
Resources Mini Unit 1B:	<i>Marketing Essentials</i> Text, online resources

UMBRELLA UNIT 2	
Title:	Marketing Promotions
Duration:	70 days
Essential Questions:	What is branding? How do companies advertise their products? What are the advantages and disadvantages of different advertising techniques? How does target market relate to promotions? What is the difference between advertising and publicity? What is the significance of a logo? How does technology affect methods of advertising?

Summative Assessments: (Assessment at the end the learning period)	Quizzes, projects, group projects
Formative Assessments: (Ongoing assessments during the learning period)	Exploratory activities, class discussions, student participation, classwork, current events
Differentiation:	Choice of projects
TECHNOLOGY STANDARD (STANDARD 8)	
CPI #	CUMULATIVE PROGRESS INDICATOR (CPI)
21ST CENTURY LIFE AND CAREER (STANDARD 9)	
CPI #	CUMULATIVE PROGRESS INDICATOR (CPI)
CRP6	Demonstrate creativity and innovation.

MINI UNIT 2A	
Title:	Branding
Duration:	20 days
Overview:	Students will understand the concept of branding and its importance in many realms of business

Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
What is a brand?	9.3.MK-MGT.7
What is a trademark?	9.3.MK-MGT.7
What is the difference between private label and generic brands?	9.3.MK-MGT.7
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
How do companies convey their brand?	9.3.MK-MGT.7
How do people convey their brand?	9.3.MK-MGT.7
Identify what recognizable brands stand for.	9.3.MK-MGT.7
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
Why is a brand important?	9.3.MK-MGT.7
What is your personal brand?	9.3.MK-MGT.7
How does branding relate to politics?	9.3.MK-MGT.7
Resources Mini Unit 2A:	<i>Marketing Essentials</i> Text, online resources

MINI UNIT 2B	
Title:	Advertising Media
Duration:	25 days
Overview:	Students will examine different forms of advertising including television, radio, and Internet
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
What is advertising?	9.3.MK.9
What is the difference between promotional and institutional advertising?	9.3.MK.9
What are the different types of media?	9.3.MK.10
What is in-store advertising?	9.3.MK.10
What is media planning?	9.3.MK.10
What is a promotional budget?	9.3.MK.3
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Be able to identify the target depending on the type of media used.	9.3.MK.10
Be able to use measures to determine if advertising is effective	9.3.MK.3
Compare advertising costs between media types	9.3.MK.3
Use different methods to develop a promotional budget	9.3.MK.3

Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What are the advantages/disadvantages of advertising via different types of media?	9.3.MK.10
What type of media advertising is used to target high school students?	9.3.MK.10
How do companies predict the effectiveness of advertising?	9.3.MK.3
Resources Mini Unit 2B:	<i>Marketing Essentials</i> Text, online resources

MINI UNIT 2C	
Title:	Print Advertisement
Duration:	25 days
Overview:	Students will understand the importance of print advertising and how to use it to get to a target market
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
What is an advertising campaign?	9.3.MK.10
What is an advertising agency?	9.3.MK.10
What is a headline?	9.3.MK.10
What is the difference between a logo and signature?	9.3.MK.10

What is a slogan?	9.3.MK.10
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Be able to identify the different elements of a print ad	9.3.MK.10
Identify the target market of a print ad	9.3.MK.10
Create a print ad for a specific target market	9.3.MK-COM.5
Create advertising headlines	9.3.MK-COM.5
Create advertising illustrations	9.3.MK-COM.5
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
How does print advertising differ from other media forms of advertising?	9.3.MK-COM.5
What is the importance of layout?	9.3.MK-COM.5
What characteristics enhance print ads?	9.3.MK-COM.5
Resources Mini Unit 2C:	<i>Marketing Essentials</i> Text, online resources

Board of Education Adoption Date: 09/26/2016