

Boonton School District

Course Title:	Marketing	Grade Level(s):	10-12		
Curriculum Area / Level:	Business		5 credits		
Course prerequisites and/or co-requisites:	NONE				
Course Description:	Marketing provides students with an overview of many aspects of marketing allowing them to determine if they are interested in the topic for future career training. Students will be exposed to different forms of media advertising and promotional strategies. This course will allow for students to incorporate their knowledge as much as possible to create work, not just learn about it. The course starts with a business overview and marketing's place within the business world, looks at the different components of marketing, what careers in marketing look like and finally a brief overview of sports and entertainment marketing.				
Created by:	Dan Kohler	Date:	8/12/16	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: Intro to Marketing

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

1A. Marketing Basics

1B. Business World and Marketing

1C. Marketing Skills

Umbrella Unit 2 Topic / Name: Getting the Product to the Consumer

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

2A. Selling

2B. Promotion

2C. Distribution

Umbrella Unit 3 Topic / Name: The Product or Service

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

3A. Pricing

3B. Marketing Information Management

3C. Product and Service Management

Umbrella Unit 4 Topic / Name: Working in Marketing

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

4A. Careers in Marketing

4B. Sports and Entertainment marketing

UMBRELLA UNIT 1	
Title:	Intro to Marketing
Duration:	45 days
Essential Questions:	<p>What are the 4 Ps of marketing and why are they important?</p> <p>How do Business develop a marketing mix?</p> <p>Why is necessary to market a good or service?</p> <p>What is the impact of marketing on the US economy?</p> <p>How does the law of supply and demand affect prices?</p> <p>What is the difference between price and non-price competition?</p> <p>How has social media changed the way businesses and consumers interact?</p>
Summative Assessments: (Assessment at the end the learning period)	<p>Quizzes/tests (concepts and terminology)</p> <p>Projects</p>
Formative Assessments: (Ongoing assessments during the learning period)	<p>Class discussion</p> <p>Homework</p> <p>Classwork</p>
Differentiation:	Adjust quantity of work to meet students needs, offer project variation
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)
CRP5	Consider the environmental, social and economic impacts of decisions.

MINI UNIT 1A	
Title:	Marketing Basics
Duration:	10 days
Overview:	Intro/Review of basic concepts and terminology of marketing
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
What are the 4Ps of Marketing	9.3.MK.10
What are the 7 core functions of Marketing	9.3.MK.10
What is a marketing mix	9.3.MK.10
What is a target market	9.3.MK.10
What is market segmentation	9.3.MK.10
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards

Understand the benefits of marketing	9.3.MK.10
Be able to identify the target market for select goods and services	9.3.MK.10
Identify factors that influence the purchase of goods and services	9.3.MK.1
Explain the 4Ps of marketing and how they are used	9.3.MK.10
Differentiate between consumer and industrial markets	9.3.MK.10
Essential Outcomes - Upon completion of this course students will understand (conceptual):	
Alignment to Standards	
Why is it necessary to market a good or service	9.3.MK.10
How do firms develop a marketing mix	9.3.MK.2
Why are the 4Ps necessary to reach consumers	9.3.MK.2
Resources Mini Unit 1A:	Text, online

MINI UNIT 1B	
Title:	Business World and Marketing
Duration:	15 days
Overview:	Students will understand how business and economic concepts interact with marketing
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards

What is a SWOT analysis	9.3.MK.1
What is a global PEST scan for evaluating threats and opportunities	9.3.MK.1
What is the theory of supply and demand	9.3.MK.1
What are the characteristics of a free enterprise system	9.3.MK.1
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Be able to explain the features of different economic systems	9.3.MK.1
Explain marketing and the marketing process	9.3.MK.1
Explain economic concepts such as GDP, risk and competition	9.3.MK.1
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What is the impact of marketing on the US economy	9.3.MK.1
What type of economies exist around the world	9.3.MK.1
How does the law of supply and demand affect prices	9.3.MK.1
What is the difference between price and nonprice competition	9.3.MK.1
Resources Mini Unit 1B:	Text, online resources

MINI UNIT 1C	
Title:	Marketing Skills
Duration:	20 days
Overview:	Students will get an overview of the many skills required to be a marketer, and look at emerging marketing platforms
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
Basic math skills needed for marketing	9.3.MK.2
How to read graphs	9.3.MK-RES.3
Identify verbal and non-verbal communication	9.3.MK-SAL.2
How the Internet can increase productivity	9.3.MK.10
Core management functions	9.3.MK-MGT.6
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Perform basic math calculations such as rounding and percentages	9.3.MK.2
Interpret and create graphs to present data	9.3.MK-RES.3
Identify the importance of speaking, listening and body language in a sales pitch	9.3.MK-SAL.2
How to resolve conflicts using negotiating skills	9.3.MK-COM.1
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards

How has social media changed the way businesses and consumers interact	9.3.MK-COM.1
How has social media changed the job of working in marketing	9.3.MK.5
The importance of knowing cultural differences	9.3.MK-COM.1
Resources Mini Unit 1C:	Text, online resources, role playing

UMBRELLA UNIT 2	
Title:	Getting the product to the consumer
Duration:	45 days
Essential Questions:	<p>Why and how is personal selling the most effective means of promotion?</p> <p>If a business does not advertise, how do customers know about the product?</p> <p>If you were selecting advertising media, what information would you need?</p> <p>Why would a manufacturer bypass a retailer and what would be the effect?</p> <p>What is a channel of distribution?</p> <p>How are transportation systems used to move products?</p> <p>What is the concept of chain store buying?</p>
Summative Assessments: (Assessment at the end the learning period)	<p>Quizzes (terminology and concepts)</p> <p>Projects</p>
Formative Assessments:	<p>Class Discussion</p> <p>Classwork</p>

(Ongoing assessments during the learning period)	Homework
Differentiation:	Adjust quantity of work to meet students needs, offer project variation
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 2A	
Title:	Selling
Duration:	15 days
Overview:	Students will understand how important selling is to promotion
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
The purpose and goal of the selling function	9.3.MK-SAL.1

What is feature benefit selling	9.3.MK-SAL.1
Identify buying motives and customer needs	9.3.MK-SAL.1
Identify sales positions and list steps in sales process	9.3.MK-SAL.1
Rules for suggesting selling	9.3.MK-SAL.2
Calculate tax, shipping charges and discounts	9.3.MK-SAL.2
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Analyze trends and technology related to sales	9.3.MK-SAL.1
Analyze how customers make buying decisions	9.3.MK-SAL.1
Demonstrate how to open and close a sale	9.3.MK-SAL.2
Distinguish objections from excuses	9.3.MK-SAL.2
Strategies for good customer service	9.3.MK-SAL.2
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
Why and how is personal selling the most effective means of promotion	9.3.MK-SAL.1
What is the importance of building clientele	9.3.MK-SAL.1
Resources Mini Unit 2A:	Text, online resources

MINI UNIT 2B	
Title:	Promotion
Duration:	15 days
Overview:	Students will understand how to create a promotional plan
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
Different types of advertising media	9.3.MK-MER.8
3 basic questions used to establish a media plan	9.3.MK-MER.6
Technique used to evaluate media	9.3.MK-MER.8
How media costs vary by type, location and audience	9.3.MK-MER.8
Methods used for promotional budgeting	9.3.MK-MER.2
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Explain purpose of advertising in promotional mix	9.3.MK-MER.6
Identify different types of advertising media and best time to use each	9.3.MK-MER.6
Discuss the planning and selection of media	9.3.MK-MER.6
Identify media measurement techniques	9.3.MK-MER.8
Summarize how media costs are determined	9.3.MK-MER.2

Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
If a business does not advertise, how do potential customers learn about the products	9.3.MK-MER.8
What information would you need if you were in charge of choosing media advertising	9.3.MK-MER.6
Resources Mini Unit 2B:	Text, online activities, commercials, print ads

MINI UNIT 2C	
Title:	Distribution
Duration:	15 days
Overview:	Students will understand the different channels of distribution and how to select the appropriate channel for different targets
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
Understand the dependency between channel members	9.3.MK-MGT.2
Understand the necessity of intermediary businesses such as storage and wholesalers	9.3.MK-MGT.2
What is direct distribution	9.3.MK-MGT.2
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards

Explain how the channels of distribution are vital	9.3.MK-MGT.2
Understand why a manufacturer would bypass retail	9.3.MK-MGT.2
Chart a flow of goods from manufacturer to customer	9.3.MK-MGT.2
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What is a channel of distribution	9.3.MK-MGT.2
How do channels differ between consumers and b2b products	9.3.MK-MGT.2
Why would a manufacturer bypass a retailer	9.3.MK-MGT.2
What is the concept of chain store buying	9.3.MK-MGT.2
What are the different kinds of transportation services	9.3.MK-MGT.2
Resources Mini Unit 2C:	Text, online resources

UMBRELLA UNIT 3	
Title:	The Product or Service
Duration:	90 days
Essential Questions:	<p>What causes a product or service to become obsolete?</p> <p>What are different forms of price?</p> <p>What is the difference between market share and market position?</p> <p>How would someone determine a sales price?</p> <p>How are demographic studies useful to marketers?</p>
Summative Assessments: (Assessment at the end the learning period)	<p>Quizzes/Test for concepts and vocabulary</p> <p>Projects</p>
Formative Assessments: (Ongoing assessments during the learning period)	<p>Class Discussion</p> <p>Homework</p> <p>Classwork</p>
Differentiation:	Adjust quantity of work to meet students needs, offer project variation
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 3A	
Title:	Pricing
Duration:	20 days
Overview:	Students will understand the importance of price and all of the factors that go into pricing goods and services
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
Why profit driven companies are using green marketing campaigns	9.3.MK-MGT.5
How business ethics are related to marketing	9.3.MK-MGT.5
Different pricing strategies	9.3.MK-MGT.5
The goals of pricing	9.3.MK-MGT.5
How supply and demand affects pricing	9.3.MK-MGT.5
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards

Assess factors involved in price planning	9.3.MK-MGT.5
Assess market factors affecting prices	9.3.MK-MGT.5
Know how government regulations affect pricing	9.3.MK-MGT.5
Explain pricing policies and the product life cycle	9.3.MK-MGT.5
Set prices for goods and services	9.3.MK-MGT.5
How to calculate discounts	9.3.MK-MGT.5
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What causes a good or service to become obsolete	9.3.MK-MGT.5
What are the different forms of price	9.3.MK-MGT.5
What are the goals of pricing	9.3.MK-MGT.5
How is a firm's net profit related to pricing	9.3.MK-MGT.5
Resources Mini Unit 3A:	Text, online resources

MINI UNIT 3B	
Title:	Marketing Information Management
Duration:	10 days
Overview:	Students will understand marketing campaigns, strategies and research

Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
Most goods and services are marketed to specific market segments	9.3.MK-MGT.2
Know the 4 components of an effective campaign	9.3.MK-MGT.2
What is a customer profile? How to create one	9.3.MK-MGT.2
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
How to use market research to plan market strategies	9.3.MK-RES.2
Explain the function of marketing systems	9.3.MK-RES.3
Describe the 4 types of market research	9.3.MK-RES.2
Construct an effective market research questionnaire	9.3.MK-RES.2
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
How are demographic studies useful to marketers	9.3.MK-RES.3
Why is important to be able to create proper market research questionnaires	9.3.MK-RES.3
Resources Mini Unit 3B:	Text, online resources

MINI UNIT 3C	
Title:	Product and Service Management
Duration:	15 days
Overview:	Students will understand how to go from a product to a globally recognized brand
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
A brand name can achieve global recognition	9.3.MK-MGT.7
The impact of market segmentation	9.3.MK-MGT.7
What is product planning	9.3.MK-MGT.7
What is a line extension	9.3.MK-MGT.7
What is a product life cycle	9.3.MK-MGT.7
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Understand how logos, characters and colors are used in branding	9.3.MK-MGT.7
Know why companies use athletes and celebrities to endorse products	9.3.MK-MGT.7
Analyze product mix strategies	9.3.MK-MGT.7
Identify where a product is in its life cycle	9.3.MK-MGT.7
Create an effective planogram for a product	9.3.MK-MGT.7

Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
The importance of a brand name and recognition	9.3.MK-MGT.7
Understand the concept of product positioning	9.3.MK-MGT.7
Resources Mini Unit 3C:	Text, online resources

UMBRELLA UNIT 4

UMBRELLA UNIT 4	
Title:	Working in Marketing
Duration:	45 days
Essential Questions:	What is the importance of marketing careers to the US economy? How can you assess what is important to you about a career? What is sports marketing? What are marketing strategies used by sports planners? What is entertainment marketing? How has the evolution of technology changed sports and entertainment marketing? How can sponsorship and licensing benefit both the college and community?
Summative Assessments: (Assessment at the end the learning period)	Quizzes/Tests on concepts and terminology Projects
Formative Assessments: (Ongoing assessments during the learning period)	Class Discussion Classwork Homework
Differentiation:	Adjust quantity of work to meet students needs, offer project variation
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 4A	
Title:	Careers in Marketing
Duration:	15 days
Overview:	Students will understand how to assess their interests and values to look for a career that matches their personality
Essential Outcomes - Upon completion of this course students will know (declarative):	Alignment to Standards
How to assess one's goals, values, interests and skills	9.2.12.C.1
Appraise your personality	9.2.12.C.1
How to read a job posting	9.2.8.B.6
Understand minimum requirements for a job	9.2.8.B.6
Essential Outcomes - Upon completion of this course	Alignment to Standards

students will be able to (procedural):	
Complete a career assessment	9.2.12.C.1
Locate career research resources	9.2.8.B.2
Develop a plan to reach career goals	9.2.12.C.1
Search for specific jobs	9.2.8.B.2
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What is the importance of marketing careers to the US economy	9.3.MK.5
How can you assess what is important to you about a career	9.2.12.C.1
Resources Mini Unit 4A:	Text, online resources

MINI UNIT 4B	
Title:	Sports and Entertainment Marketing
Duration:	30 days
Overview:	Students will understand the facets of marketing and economics while focusing on the sports and entertainment industry
Essential Outcomes - Upon completion of this course	Alignment to Standards

students will know (declarative):	
The basic principles of sports/entertainment marketing	9.3.MK.10
The different sports/entertainment industry segments	9.3.MK.10
How the media impacted the growth of sports/entertainment industry	9.3.MK.10
What makes sports/entertainment marketing unique	9.3.MK.10
Essential Outcomes - Upon completion of this course students will be able to (procedural):	Alignment to Standards
Identify sports marketing strategies	9.3.MK.10
Analyze advances in technology	9.3.MK.10
The relationship between television and the Internet in marketing	9.3.MK.10
Identify at least 6 items that are revenue or costs for movies	9.3.MK.10
Essential Outcomes - Upon completion of this course students will understand (conceptual):	Alignment to Standards
What is sports marketing	9.3.MK.10
What is entertainment marketing	9.3.MK.10
What are marketing strategies used by sports planners	9.3.MK.10

<p>How has the evolution of technology changed the marketing of both sports and entertainment</p>	<p>9.3.MK.10</p>
<p>How can sponsorship and licensing benefit both the college and community</p>	<p>9.3.MK.10</p>
<p>Resources Mini Unit 4B:</p>	<p>Online resources</p>

Board of Education Adoption Date: 09/26/2016