

## Curriculum Map: Marketing 2020-2021

Course: MARKETING Sub-topic: Marketing

Grade(s): 10 to 12

**Course Description:** Marketing is a course designed to assist students in the knowledge about the forces that operate in our market-oriented economy. Students will learn the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

**Course Textbooks, Workbooks, Materials Citations:** *Marketing Essentials*, Lois Schneider Farese, Grady Kimbrell, and Carl Woloszyk, Ph.D.

### Unit: The World of Marketing

Timeline: Week 1 to 3

**Unit Description:** Marketing surrounds us everyday. Advertisements, displays in shops, and trucks that are hauling products are just a few of the many ways that marketing works to satisfy consumers with their wants and needs.

**Unit Essential Questions:** How do external factors influence the marketing process?  
How does consumer behavior influence the marketing mix?  
How do marketing strategies impact individuals, business, and society?

**Unit Big Ideas:** Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

**Unit Materials:** Students will use a chromebook, the textbook, and workbook assignments as they complete work for this course.

#### Unit Assignments: CHAPTER 1-MARKETING IS ALL AROUND US

##### SECTION 1

- Workbook-Real-World Application (pages 2-3)
  - Functions and Utilities of Marketing
  - Study Skills Building Vocabulary
- Review Key Concepts (page 11)

##### SECTION 2

- Workbook-Real-World Application (pages 5-6)
  - The Economic Benefits of Marketing
  - Study Skills
- Review Key Concepts (page 15)

##### SECTION 3

- Workbook-Real World (page 8-9)
  - Key Marketing Concepts
  - Study Skills
- Review Key Concepts (page 23)

#### CHAPTER 1

Assess for Understanding (textbook-page 25)

Workbook (pages 12-13)

DECA Connection Role Play (page 10)

#### CHAPTER 2-THE MARKETING PLAN

##### SECTION 1

- Workbook-Market Planning (pages 15-16)

- SWOT Analysis
- Study Skills
- Review Key Concepts (text page 41)

**SECTION 2**

- Workbook-Market Segmentation (pages 18-19)
  - Market Segmentation
  - Study Skills
- Review Key Concepts (text page 49)

**CHAPTER 2**

Assess for Understanding (textbook-page 51)

Workbook (pages 21-23)

DECA Connection Role Play (page 20)

**Unit Key Terminology & Definitions :**

<b>LESSON 1</b>		
marketing	organizational market	goods
services	marketing concept	utility
market	consumer market	market share
target market	customer profile	marketing mix

<b>LESSON 2</b>		
SWOT Analysis	PEST Analysis	marketing plan
executive summary	situation analysis	marketing strategy
sales forecast	performance standard	market segmentation
demographics	disposable income	discretionary income
geographics	psychographics	mass marketing

**STANDARDS: STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.B \(Advanced\)](#) Analyze how marketing influences today’s households, businesses, and society;including but not limited to business-toconsumer,business-to-business, and consumer-to-consumer.

[15.9.12.E \(Advanced\)](#) Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

[15.9.12.G \(Advanced\)](#) Assess the distribution process of various companies and industries

[15.9.12.K \(Advanced\)](#) Create a comprehensive marketing plan

**Topic: Chapter 1-Marketing is All Around Us**

Minutes for Topic: 132

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.B \(Advanced\)](#) Analyze how marketing influences today’s households, businesses, and society;including but not limited to business-toconsumer,business-to-business, and consumer-to-consumer.

[15.9.12.F \(Advanced\)](#) Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

[15.9.12.G \(Advanced\)](#) Assess the distribution process of various companies and industries

## Topic: Chapter 2-The Marketing Plan

Minutes for Topic: 88

### STANDARDS

STATE: [Pennsylvania SAS Academic Standards \(2009-2013\)](#)

[15.9.12.E \(Advanced\)](#)

Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

[15.9.12.I \(Advanced\)](#)

Design a comprehensive promotion plan for a product or service.

### Unit: Selling

Timeline: Week 4 to 7

**Unit Description:** Many different types of businesses employ salespeople, so there are many different kinds of sales careers.

**Unit Essential Questions:** How do external factors influence the marketing process?

How does consumer behavior influence the marketing mix?

How do marketing strategies impact individuals, business, and society?

**Unit Big Ideas:** Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

**Unit Materials:** Students will use a chromebook, the textbook, and workbook assignments as they complete work for this course.

**Unit Assignments:** **LESSON 12-MARKETING IS ALL AROUND US**

#### SECTION 1

- Workbook-Real-World Application (pages 121-122)
  - Technology & Sales
  - Study Skills/Enhance Your Learning
- Review Key Concepts (page 283)

#### SECTION 2

- Workbook-Real-World Application (pages 124-125)
  - Which Selling Career if for You?
  - Study Skills/Preparing for Class
- Review Key Concepts (page 189)

#### CHAPTER 12

Assess for Understanding (textbook-page 291)

Workbook (pages 127-130)

DECA Connection Role Play (page 126)

#### CHAPTER 13-THE MARKETING PLAN

##### SECTION 1

- Workbook-Preliminary Activities (pages 132-133)
  - Features & Benefits
  - Study Skills/Learning New Vocabulary
- Review Key Concepts (text page 305)

##### SECTION 2

- Workbook-First Steps of a Sale (pages 135-136)
  - Determining Needs
  - Study Skills/Taking Notes During Class
- Review Key Concepts (text page 313)

#### CHAPTER 13

Assess for Understanding (textbook-page 315)

Workbook (pages 138-140)

DECA Connection Role Play (page 137)

**CHAPTER 14-PRODUCT PRESENTATION**

**SECTION 1**

- Workbook-Product Presentation (pages 142-143)
  - Presentation Preparation
  - Study Skills/Improving Vocabulary
- Review Key Concepts (text page 325)

**SECTION 2**

- Workbook-Objections (pages 145-146)
  - Dealing with Customer Objections
  - Study Skills/Studying Your Textbook
- Review Key Concepts (text page 333)

**CHAPTER 14**

Assess for Understanding (textbook-page 335)

Workbook (pages 148-151)

DECA Connection Role Play (page 151)

**CHAPTER 15-CLOSING THE SALE**

- Workbook-How to Close a Sale (pages 153-154)
  - Closing the Sale
  - Study Skills/Time Management
- Review Key Concepts (text page 347)

**SECTION 2**

- Workbook-Customer Satisfaction (pages 156-157)
  - Selling and Customers
  - Study Skills/Revising Your Class Notes
- Review Key Concepts (text page 357)

**CHAPTER 15**

Assess for Understanding (textbook-page 359)

Workbook (pages 159-161)

DECA Connection Role Play (page 161)

**Unit Key Terminology & Definitions :**

<b>LESSON 12</b>		
customer relationship management	call report	sales quota
personal selling	organizational selling	cold call
telemarketing	extensive decision making	routine decision making
limited decision making		

<b>LESSON 13</b>		
merchandising	feature-benefit selling	product features
physical features	product features	physical features
extended product features	customer benefits	selling points
buying motives	rational motives	emotional motives
patronage motives	prospecting	prospect
referrals	endless-chain-method	cold canvassing
greeting approach	service approach	merchandise approach



LESSON 14		
layman's terms	objections	excuses
objection analysis sheet	substitution method	boomerang method
superior-point method	third-party method	

LESSON 15		
closing the sale	buying signals	trial close
which close	standing-room-only close	direct close
service close	suggestion selling	

**STANDARDS: STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [15.9.12.A \(Advanced\)](#) Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.
- [15.9.12.C \(Advanced\)](#) Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.

**Topic: Chapter 12-Selling Overview**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [15.9.12.A \(Advanced\)](#) Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.
- [15.9.12.E \(Advanced\)](#) Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.
- [15.9.12.L \(Advanced\)](#) Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.

**Topic: Chapter 13-Beginning the Sales Process**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

- [15.9.12.B \(Advanced\)](#) Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.
- [15.9.12.E \(Advanced\)](#) Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.
- [15.9.12.I \(Advanced\)](#) Design a comprehensive promotion plan for a product or service.

**Topic: Chapter 14-Presenting the Product**

Minutes for Topic: 88

**Topic: Chapter 15-Closing the Sale**

Minutes for Topic: 88

**Unit: Promotion**

Timeline: Week 9 to 13

**Unit Description:** Businesses promote themselves to create a favorable image, attract customers, build product awareness, and create sales. Promotion includes advertising, direct marketing, personal selling, public relations, and sales promotions.

**Unit Essential Questions:** How do external factors influence the marketing process?  
How does consumer behavior influence the marketing mix?  
How do marketing strategies impact individuals, business, and society?

**Unit Big Ideas:** Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

**Unit Materials:** Students will use a chromebook, the textbook, and workbook assignments as they complete work for this course.

**Unit Assignments:** **CHAPTER 17-PROMOTIONAL CONCEPTS & STRATEGIES**

**SECTION 1**

- Workbook-The Promotional Mix (pages 177-178)
  - Public Relations
  - Study Skills/Time Efficiency
- Review Key Concepts (text page 403)

**SECTION 2**

- Workbook-Types of Promotion (pages 135-136)
  - Promotions
  - Study Skills/Determining Your Learning Style
- Review Key Concepts (text page 411)

**CHAPTER 17**

Assess for Understanding (textbook-page 413)

Workbook (pages 183-185)

DECA Connection Role Play (page 182)

**CHAPTER 18-VISUAL MERCHANDISING & DISPLAY****SECTION 1**

- Workbook-Display Features (pages 187-188)
  - Promotional Display
  - Study Skills/Improving Vocabulary
- Review Key Concepts (text page 425)

**SECTION 2**

- Workbook-Artistic Design (pages 190-192)
  - Case Study
  - Study Skills/Improving Your Attitude
- Review Key Concepts (text page 433)

**CHAPTER 18**

Assess for Understanding (textbook-page 435)

Workbook (pages 194-197)

DECA Connection Role Play (page 193)

**CHAPTER 19-PROMOTIONAL CONCEPTS & STRATEGIES****SECTION 1**

- Workbook-Advertising Media (pages 177-178)
  - Advertising Approach
  - Study Skills/Reading for Different Purposes
- Review Key Concepts (text page 451)

**SECTION 2**

- Workbook-Media Rates (pages 135-136)
  - Making Choices About Advertising
  - Study Skills/Memorization Techniques
- Review Key Concepts (text page 459)

**CHAPTER 19**

Assess for Understanding (textbook-page 461)

Workbook (pages 205-207)

DECA Connection Role Play (page 204)

**CHAPTER 20-PRINT ADVERTISEMENTS**

**SECTION 1**

- Workbook-Elements of Advertising (pages 209-210)
  - Case Study of Yellow Page use
  - Study Skills/Improving Vocabulary
- Review Key Concepts (text page 475)

**SECTION 2**

- Workbook-Advertising Layout (pages 212-214)
  - Create an Ad
  - Study Skills/Working in Teams
- Review Key Concepts (text page 481)

**CHAPTER 20**

Assess for Understanding (textbook-page 483)

Workbook (pages 216-219)

DECA Connection Role Play (page 215)

**Unit Key Terminology & Definitions :**

<b>LESSON 17</b>		
promotion	product promotion	institutional promotion
promotional mix	advertising	direct marketing
social media	sales promotion	public relations
news release	publicity	push policy
pull policy	sales promotion	trade promotions
consumer promotions	coupons	premiums
incentives	promotional tie-ins	loyalty marketing programs
kiosks		

<b>LESSON 18</b>		
visual merchandising	display	storefront
marquee	store layout	fixtures
point-of-sale-displays	interactive kiosk	props
color wheel	complementary colors	adjacent colors
triadic colors	focal point	proportion
formal balance	informal balance	

<b>LESSON 19</b>		
advertising media	promotional advertising print media	institutional advertising transit advertising

broadcast media	internet advertising	podcast
blogs	specialty media	media planning
audience	frequency	impression
cost per thousand		

LESSON 20		
advertising campaign	advertising agencies	logotype
headline	copy	illustration
clip art	signature	slogan
ad layout	advertising proof	

**STANDARDS: STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.F \(Advanced\)](#) Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

[15.9.12.I \(Advanced\)](#) Design a comprehensive promotion plan for a product or service.

**Topic: Chapter 17-Promotional Concepts and Strategies**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.C \(Advanced\)](#) Evaluate the influence of members of a marketing channel, including company,intermediaries, retailer, and consumer.

[15.9.12.F \(Advanced\)](#) Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

**Topic: Chapter 18-Visual Merchandising and Display**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.C \(Advanced\)](#) Evaluate the influence of members of a marketing channel, including company,intermediaries, retailer, and consumer.

[15.9.12.E \(Advanced\)](#) Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

[15.9.12.F \(Advanced\)](#) Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

**Topic: Chapter 19-Advertising**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.B \(Advanced\)](#) Analyze how marketing influences today's households, businesses, and society;including but not limited to business-toconsumer,business-to-business, and consumer-to-consumer.

[15.9.12.C \(Advanced\)](#) Evaluate the influence of members of a marketing channel, including company,intermediaries, retailer, and consumer.

[15.9.12.E \(Advanced\)](#) Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

[15.9.12.F \(Advanced\)](#) Evaluate processes needed to obtain, develop, maintain, and improve products or



services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

[15.9.12.I \(Advanced\)](#)

Design a comprehensive promotion plan for a product or service.

### Topic: Chapter 20-Print Advertisements

Minutes for Topic: 88

#### STANDARDS

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.B \(Advanced\)](#)

Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.

[15.9.12.C \(Advanced\)](#)

Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.

[15.9.12.E \(Advanced\)](#)

Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

[15.9.12.F \(Advanced\)](#)

Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

[15.9.12.I \(Advanced\)](#)

Design a comprehensive promotion plan for a product or service.

### Unit: Business and Society

Timeline: Week 14

#### Unit

Government actions have a great impact on business and its operations. It is important to understand how government functions and affects businesses.

#### Description:

#### Unit Essential

How do external factors influence the marketing process?

#### Questions:

How does consumer behavior influence the marketing mix?

How do marketing strategies impact individuals, business, and society?

**Unit Big Ideas:** Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

**Unit Materials:** Students will use a chromebook, the textbook, and workbook assignments as they complete work for this course.

#### Unit

#### Assignments:

### CHAPTER 6-LEGAL & ETHICAL ISSUES

#### SECTION 1

- Workbook-Government & Laws (pages 56-57)
  - Legal & Ethical Issues
  - Study Skills/The Role of Ethics
- Review Key Concepts (text page 145)

#### SECTION 2

- Workbook-Social Responsibilities & Ethics (pages 59-61)
  - Social Responsibility
  - Study Skills/Using Your Notes
- Review Key Concepts (text page 153)

### CHAPTER 6

Assess for Understanding (textbook-page 155)

Workbook (pages 63-65)

DECA Connection Role Play (page 62)

**Unit Key Terminology & Definitions :**

<b>LESSON 6</b>	
Food and Drug Administration (FDA)	Consumer Product Safety Commission (CPSC)
Equal Employment Opportunity Commission (EEOC)	Occupational Safety and Health Administration (OSHA)
Securities & Exchange Commission (SEC)	Environmental Protection Agency (EPA)
Federal Trade Commission (FTC)	flextime
telecommuting	Ad Council
green marketing	ethics

**STANDARDS: STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)  
[15.9.12.M \(Advanced\)](#) Evaluate laws and regulations impacting marketing.

**Topic: Chapter 6-Legal and Ethical Issues**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)  
[15.9.12.M \(Advanced\)](#) Evaluate laws and regulations impacting marketing.

**Unit: Career Development**

Timeline: Week 15

**Unit Description:** This unit will increase your chances for a satisfying, successful working career by planning each step along the path to your career goal.

**Unit Essential Questions:** How do external factors influence the marketing process?  
How does consumer behavior influence the marketing mix?  
How do marketing strategies impact individuals, business, and society?

**Unit Big Ideas:** Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

**Unit Materials:** Students will use a chromebook, the textbook, and workbook assignments as they complete work for this course.

**Unit Assignments:** **CHAPTER 37-IDENTIFYING CAREER OPPORTUNITIES**  
**SECTION 1**

- Workbook-Define Goals (pages 394-395)
  - Lifestyle Choices
  - Study Skills/Improving Study Habits
- Review Key Concepts (text page 881)

**SECTION 2**

- Workbook-Careers in Marketing (pages 135-136)
  - Career Choices
  - Study Skills/Balancing School & Social Life
- Review Key Concepts (text page 885)

**CHAPTER 37**

Assess for Understanding (textbook-page 887)

Workbook (pages 400-402)

DECA Connection Role Play (page 399)

**Unit Key Terminology & Definitions :**

<b>LESSON 37</b>		
lifestyle	values	aptitude
Occupational Outlook Handbook (OOH)	career outlook	O*NET
internship	planning goals	specific goals
realistic goals	occupational area	

**STANDARDS: STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.A \(Advanced\)](#) Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.

**Topic: Chapter 37-Identifying Career Opportunities**

Minutes for Topic: 88

**STANDARDS**

STATE: Pennsylvania SAS Academic Standards (2009-2013)

[15.9.12.A \(Advanced\)](#) Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.