

Southern York County School District Instructional Plan

Name:	Dates: September
Course/Subject: Marketing	Unit 1 – Foundations of Marketing
Stage 1 – Desired Results	
National Business Education Standards Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.	
Understanding(s): <i>Students will understand . . .</i> <ol style="list-style-type: none"> 1. That the goal of marketing is to reach customer needs and wants with products/services. (Customer-Focused) 2. The four elements of marketing – product, place, price, and promotion – are used to reach the marketing goal. 3. The marketing concept focuses on customer satisfaction and profit. 4. Marketing provides a utility – the ability to satisfy human wants and needs. 	Essential Question(s): <ul style="list-style-type: none"> ▪ To what extent do marketing activities make an impact to individuals, businesses, and society? ▪ Why is marketing considered a customer-oriented field?
Learning Objectives: <i>Students will know . . .</i> <ul style="list-style-type: none"> ▪ Key Terms: marketing, 4 Ps, product, place, price, promotion, marketing mix, ▪ Key Terms: form utility, place utility, time utility, information utility, added-value, marketing concept, profit, market, consumer market, business market, consumer, producer, market segment, marketing strategy, supply, demand, competition ▪ Functions of Marketing ▪ Market Forces ▪ The Business Cycle 	Students will be able to: <ul style="list-style-type: none"> ▪ Identify and describe the 4 P's, the goal, and functions of marketing ▪ Recognize the difference between a want and a need. ▪ Identify the functions of marketing ▪ Identify the difference between a consumer market and business market
Name:	Dates: September
Course/Subject: Marketing	Unit 2 – Consumer Behavior and Market Research
Stage 1 – Desired Results	
PA Standard(s)/Assessment Anchors Addressed: National Business Education Achievement Standard Analyze the characteristics, motivations, and behaviors of consumers.	
Understanding(s): <i>Students will understand . . .</i> <ol style="list-style-type: none"> 1. Market diversity creates opportunities in the marketplace. 2. In order to have a successful marketing strategy, you must have a target market. 3. By gathering primary and secondary 	Essential Question(s): <ul style="list-style-type: none"> ▪ To what extent can consumers and diverse markets create opportunity and competition between business? ▪ How can market research help define target markets and consumer behavior?

<p>data through market research, business can use this information to learn about markets and satisfy the wants and needs of the market.</p>	
<p>Learning Objectives: Students will know . . .</p> <ul style="list-style-type: none"> ▪ Key Terms: Market diversity, culture, ethnic group, social class, stereotype, cultural bias ▪ Key Terms: Mass marketing, target marketing, market segmentation, segmentation variable, geographic segmentation, demographic segmentation, psychographic segmentation, behavior segmentation, 80/20 rule, market profile ▪ Key Terms: Hierarchy of Needs, motive, consumer buying process ▪ Key Terms: Marketing research, primary and secondary data 	<p>Students will be able to:</p> <ul style="list-style-type: none"> ▪ Analyze the characteristics, motivations, and behaviors of consumers. ▪ Explain the impact of diverse markets. ▪ Explain what a market strategy is and the important role of a target market. ▪ Compare and contrast mass marketing and target marketing ▪ Identify ways to segment a market ▪ Identify activities that influence the consumer buying power
<p>Name:</p>	<p>Dates: October/ November</p>
<p>Course/Subject: Marketing</p>	<p>Unit 3 – Economic Factors</p>
<p>Stage 1 – Desired Results</p>	
<p>PA Standard(s)/Assessment Anchors Addressed: National Business Education Achievement Standard Analyze the influence of external factors of marketing.</p>	
<p>Understanding(s): Students will understand . . .</p> <ol style="list-style-type: none"> 1. Government regulations and laws protect businesses and consumers. 2. Unethical practices have a negative affect on marketing activities and the confidence of consumers. 3. Economic conditions affect marketing on a domestic and international level. 4. Healthy competition is important in the business world. 5. Having a technological edge over the competition is critical in today’s society. 6. A business cycle includes trough, expansion, peak, and contraction. 	<p>Essential Question(s):</p> <ul style="list-style-type: none"> ▪ To what extent does external factors including, government regulations, ethics, economic issues, competition, and technology, affect marketing?
<p>Learning Objectives: Students will know . . .</p> <ul style="list-style-type: none"> ▪ Key Terms: ethics, competition, monopoly oligopoly, pure competition, e-commerce, market economy ▪ Key Terms: Economic Indicators, GDP, Inflation, CPI, Unemployment, Stock Market ▪ Key Terms: Business cycle, trough, 	<p>Students will be able to:</p> <ul style="list-style-type: none"> ▪ Identify laws and regulations that impact marketing. ▪ Differentiate between ethical and unethical marketing practices. ▪ Determine new ways of marketing products using emerging and evolving technologies.

expansion, peak, contraction, prosperity, recession, recovery	<ul style="list-style-type: none"> Diagram the cycle of a business.
Name:	Dates: November/December
Course/Subject: Marketing	Unit 4 – Marketing Mix
Stage 1 – Desired Results	
PA Standard(s)/Assessment Anchors Addressed:	
National Business Education Achievement Standard	
Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	
Understanding(s): <i>Students will understand . . .</i> <ol style="list-style-type: none"> Product is the primary P of the marketing mix because it is the first element to be decided and all other decisions are based on it. The power of a brand is its ability to influence purchasing behavior. The reason products fail is due to lack of planning and research. Product management is critical in product success Place decisions include location, market coverage, hours, and channels of distribution The World Wide Web has drastically changed the way business is being conducted. The factors that effect price will influence the following objectives of pricing: maximize profit, sales, and market share, meet the competition, and gain a return on investment. The communication process influences consumer decisions. The four types of promotion – personal selling, advertising, sales promotion, and public relations – work best when they are all present and working together. Effective visual merchandising and advertising are a key factor in promoting a product. 	Essential Question(s): <ul style="list-style-type: none"> To what extent do the elements of the marketing mix – product, place, price, promotion – rely on each other to foster the marketing process?
Learning Objectives: <i>Students will know . . .</i> <ul style="list-style-type: none"> The difference between goods and services. Key Terms; brand, logo, brand loyalty, trademark, corporate brand, product brand, private brand, manufacturer brand, generic brand The eight step process for developing a new product. 	Students will be able to: <ul style="list-style-type: none"> Identify elements of products and characteristics of services. Explain how branding can create both a positive and negative image. List and explain the eight steps in the product development process. Describe a company's product mix. Describe the stages of a product's life

<ul style="list-style-type: none"> ▪ Key Term: product mix, product line, product category, product life cycle, global strategy, adaptation strategy, customization strategy ▪ Key Terms: channel of distribution, market coverage, intermediaries, logistics, inventory control, e-commerce ▪ Key Terms: revenue, profit, expense, list price, market price, price-fixing, discount ▪ Promotional Strategies ▪ Types of Advertising and effective advertising techniques ▪ Sales Process – PreApproach, Approach, Determine Needs, Presentation, Handle Objections, Trial Close, Close, Follow-Up 	<p>cycle.</p> <ul style="list-style-type: none"> ▪ Identify considerations of selecting a business site and/or a place to sell a product. ▪ Explain the concept of price and the nine factors affecting price. ▪ Explain how communication errors can be avoided when messages are decoded. ▪ Identify the four elements of promotion – personal selling, advertising, sales, promotion public relations. ▪ Define AIDA – Attention, Interest, Desire, Action ▪ List the advantages and disadvantages of different forms of advertising mediums. ▪ Conduct a successful sales role play
Name:	Dates: January
Course/Subject: Marketing	Unit 5 – Marketing Plan
Stage 1 – Desired Results	
<p>PA Standard(s)/Assessment Anchors Addressed:</p> <p>National Business Education Achievement Standard</p> <p>Describe the elements, design, and purpose of a marketing plan.</p>	
<p>Understanding(s): <i>Students will understand . . .</i></p> <ol style="list-style-type: none"> 1. Goals are S.M.A.R.T – Specific, Measurable, Action-Orientated, Realistic, Timeline 2. A marketing plan is essential to coordinate all marketing decisions and activities. 	<p>Essential Question(s):</p> <ul style="list-style-type: none"> ▪ To what extent is a marketing plan essential?
<p>Learning Objectives: <i>Students will know . . .</i></p> <ul style="list-style-type: none"> ▪ Key Terms: Short-term goals, long-term goals ▪ Components of a marketing plan 	<p>Students will be able to:</p> <ul style="list-style-type: none"> ▪ Create a marketing plan for a specific product, store, or event.