

# **Honors Marketing IV Curriculum Maps**

**Unit 1: Marketing and Consumerism**

**Unit 2: Setting Goals, Objectives, and Planning a  
Marketing Strategy for an Organization**

**Unit 3: Corporate Goals and Objectives, Business Ethics,  
and Social and Environmental Responsibility**

**Unit 4: Impact of Culture, Language, Technology, Economic and  
Political Factors, and Legal and Ethical Factors on Global Marketing**

**Unit 5: Market Research**

**Unit 6: Product and Pricing Strategies**

**Unit 7: Distribution Strategies and Retailing**

**Unit 8: Promotional Strategies**

<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 1: Marketing and Consumerism</b>
<b>Big Idea/Rationale</b>	Students will define marketing and the marketing mix.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to define marketing.</li> <li>• Students will be able to define and understand the difference between goods and services.</li> <li>• Students will understand the marketing mix and how the 4 P's define a company's target market.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• What is the definition of marketing? Why is it important to a business?</li> <li>• What is a good?</li> <li>• What is a service?</li> <li>• How does the marketing mix narrow down our target market?</li> <li>• How can we identify the needs and wants of a consumer/potential customer?</li> <li>• What happens when we don't identify the 4 P's correctly?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from "Marketing: Real People, Real Choices"</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Small Group Work</li> <li>• Internet Research</li> </ul>
<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.3.12.N.1 Use marketing strategies and processes to determine and meet client needs and wants.</li> <li>• 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>• 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>• 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.A.16: Employ critical thinking skills (e.g. , analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>• 9.4.12.A.17: Employ critical thinking and interpersonal skills to resolve conflicts.</li> <li>• 9.4.12.A.19: Conduct technical research to gather information necessary for decision-making.</li> <li>• 9.4.12.A.23: Operate Internet applications to perform tasks.</li> <li>• 9.4.12.A.45: Employ leadership skills to accomplish goals and</li> </ul>

	<p>objectives.</p> <ul style="list-style-type: none"> <li>● 9.4.12.A.47: Employ teamwork skills to achieve collective goals and use team members’ talents effectively.</li> <li>● 9.4.12.A.54: Identify and demonstrate positive work behaviors and personal qualities needed to succeed.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.1: Determine an individual’s responsibility for personal actions and contributions to group activities.</li> <li>● 9.1.8.C.2: Demonstrate the use of compromise, consensus, and community building strategies for carrying out different tasks, assignments, and projects.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.1.8.D.3: Use effective communication skills in face-to-face and online interactions with peers and adults from home and diverse cultures.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Handouts</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>
<p><b>Notes</b></p>	

<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 2: Setting Goals, Objectives, and Planning a Marketing Strategy for an Organization</b>
<b>Big Idea/Rationale</b>	Students will distinguish between organizational goals and objectives, marketing objectives, and planning a marketing strategy.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to define and identify an organizations goals and objectives.</li> <li>• Students will be able to define and identify marketing objectives.</li> <li>• Students will be able to define marketing planning and strategy for a company.</li> <li>• Students will be able to create a mission statement.</li> <li>• Students will be able to perform a situation analysis and identify a firm’ internal and external environment.</li> <li>• Students will be able to define and explain SWOT Analysis.</li> <li>• Students will be able define objectives using a SWOT Analysis.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• What are the organizations goals and objectives? What can we use to identify these?</li> <li>• What are the organizations marketing objectives? What can we use to identify these?</li> <li>• How do we plan the marketing strategy for a company?</li> <li>• What are the internal and external environmental factors of a business?</li> <li>• How and why do we create a mission statement?</li> <li>• What does SWOT Analysis stand for and why do we need to identify these for a business to be successful?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Small Group Work</li> <li>• Internet Research</li> </ul>
<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>• 9.4.12.A.9: Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</li> <li>• 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>• 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.A.14: Exhibit public relations skills in order to increase internal and external customer satisfaction.</li> <li>• 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize,</li> </ul>

	<p>and evaluate) independently and in teams to solve problems and make decisions.</p> <ul style="list-style-type: none"> <li>● 9.4.12.A.19: Conduct technical research to gather information necessary for decision-making.</li> <li>● 9.4.12.A.23: Operate Internet applications to perform tasks.</li> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.45: Employ leadership skills to accomplish goals and objectives.</li> <li>● 9.4.12.A.47: Employ teamwork skills to achieve collective goals and use team members’ talents effectively.</li> <li>● 9.4.12.A.54: Identify and demonstrate positive work behaviors and personal qualities needed to succeed.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.1: Determine an individual’s responsibility for personal actions and contributions to group activities.</li> <li>● 9.1.8.C.2: Demonstrate the use of compromise, consensus, and community building strategies for carrying out different tasks, assignments, and projects.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.1.8.D.3: Use effective communication skills in face-to-face and online interactions with peers and adults from home and diverse cultures.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> <li>● 9.4.12.D.10: Use correct grammar, punctuation, and terminology to write and edit documents.</li> <li>● 9.4.12.N45: Plan day-to-day activities required for continued business operations.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard – SWOT Analysis of current popular company</li> <li>● Handouts – Examples of company mission statements</li> <li>● Laptops/Internet Access</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>
<p><b>Notes</b></p>	

<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 3: Corporate Goals and Objectives, Business Ethics, and Social and Environmental Responsibility</b>
<b>Big Idea/Rationale</b>	Students will explain the impact corporate goals and objectives, business ethics, and social and environmental responsibility has on marketing.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to understand the positive and negative impact corporate goals and objectives, business ethics, and social and environmental responsibility has on marketing.</li> <li>• Students will be able to identify and give examples of corporate goals and objectives.</li> <li>• Students will be able to define business ethics.</li> <li>• Students will be able to describe various types of business ethics.</li> <li>• Students will be able to identify and give examples of social and environmental responsibility.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• Why is it important to clearly define corporate goals and objectives?</li> <li>• Why is it necessary for a business to be socially and environmentally responsible?</li> <li>• What is the difference between the internal and external environment?</li> <li>• How are ethics defined by culture?</li> <li>• Why is it important for a business to be ethically responsible?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Small Group Work</li> <li>• Group Discussions</li> <li>• Completion of Handouts</li> <li>• Good/Bad Ethical Decisions Scenarios</li> </ul>
<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>• 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>• 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>• 9.4.12.A.19: Conduct technical research to gather information necessary</li> </ul>

	<p>for decision-making.</p> <ul style="list-style-type: none"> <li>● 9.4.12.A.23: Operate Internet applications to perform tasks.</li> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.45: Employ leadership skills to accomplish goals and objectives.</li> <li>● 9.4.12.A.47: Employ teamwork skills to achieve collective goals and use team members’ talents effectively.</li> <li>● 9.4.12.A.54: Identify and demonstrate positive work behaviors and personal qualities needed to succeed.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.1: Determine an individual’s responsibility for personal actions and contributions to group activities.</li> <li>● 9.1.8.C.2: Demonstrate the use of compromise, consensus, and community building strategies for carrying out different tasks, assignments, and projects.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.1.8.D.3: Use effective communication skills in face-to-face and online interactions with peers and adults from home and diverse cultures.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> <li>● 9.4.12.D.10: Use correct grammar, punctuation, and terminology to write and edit documents.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Handouts</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>
<p><b>Notes</b></p>	

<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 4: Impact of Culture, Language, Technology, Economic and Political Factors, and Legal and Ethical Factors on Global Marketing</b>
<b>Big Idea/Rationale</b>	<p>When firms consider globalization, they must understand the big picture of international marketing. Students will explore the decisions companies must make, the impact international organizations have on this decision, and be able to explain how the factors in a firm's external business environment influence marketing strategies here and abroad. Students will also be able identify strategies and tactics companies can use to enter global markets.</p>
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to explain globalization.</li> <li>• Students will be able to explain why firms go international, and the obstacles they face.</li> <li>• Students will be able to describe the decision process companies use to enter global markets.</li> <li>• Students will be able to define the World Trade Organization (WTO).</li> <li>• Students will be able to describe some international, regional, and country regulations that can impact marketing and sales of a firm.</li> <li>• Students will be able to describe the difference between a developing country and a developed country.</li> <li>• Students will be able to define the business cycle and its importance when deciding to go global.</li> <li>• Students will be able to define different types of competition.</li> <li>• Students will be able to describe the importance of a patent.</li> <li>• Students will be able to describe different social and cultural impacts to marketing in the global economy.</li> <li>• Students will be able to give examples of how firms can enter the global economy.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• What is world trade?</li> <li>• What is countertrade?</li> <li>• What process can we use to figure out if a company should go global?</li> <li>• How does protectionism limit globalization?</li> <li>• How do import quotas, embargos, and tariffs limit globalization?</li> <li>• What is the difference between a developing country and a developed country?</li> <li>• Why is it important to find out the business cycle of a potential place to do business in?</li> <li>• What is competitive intelligence?</li> <li>• What is a patent and why is it important?</li> <li>• What are social norms and ethnocentrism?</li> <li>• What is bribery and extortion?</li> </ul>



	<ul style="list-style-type: none"> <li>• What are different ways companies can enter the global economy?</li> <li>• Why is it important for firms to sometimes reevaluate their marketing mix strategies when entering a different country? What are some of the decisions they must make if changes must be made?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Group Discussions</li> <li>• Flipped Classroom Assignment: Students will take one area in this unit, become experts, and teach the class.</li> </ul>
<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>• 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>• 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>• 9.4.12.A.19: Conduct technical research to gather information necessary for decision-making.</li> <li>• 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>• 9.4.12.A.54: Identify and demonstrate positive work behaviors and personal qualities needed to succeed.</li> <li>• 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>• 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>• 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>• 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> </ul>
<b>Materials and Resources</b>	<ul style="list-style-type: none"> <li>• Use of PowerPoint Presentations</li> <li>• Whiteboard</li> <li>• Handout-Flipped classroom assignment</li> <li>• Laptops</li> <li>• Book - “Marketing: Real People, Real Choices”</li> </ul>
<b>Notes</b>	

<b>Grade: 12</b> <b>Subject: Honors Marketing IV</b>	<b>Unit 5: Market Research</b>
<b>Big Idea/Rationale</b>	Students will explain the role of primary and secondary data/information and how it is used in marketing research, market segmentation, and marketing decision making.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to explain a marketing information system.</li> <li>• Students will be able to explain and conduct market research.</li> <li>• Students will be able to collect data and information using a variety of methods.</li> <li>• Students will be able to define and describe the advantages and disadvantages to using primary and secondary data.</li> <li>• Students will be able to analyze and interpret data.</li> <li>• Students will be able to define customer relationship management.</li> <li>• Students will be able to define big data.</li> <li>• Students will be able to define data mining.</li> <li>• Students will be able to assess the effectiveness of marketing efforts using marketing analytics.</li> <li>• Students will be able to define the consumer decision-making process.</li> <li>• Students will be able to list and define different internal influences on consumer’s decisions.</li> <li>• Students will be able to list and define different situational and social influences on consumers’ decisions.</li> <li>• Students will be able to distinguish the difference between marketing to consumers and marketing to other businesses.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• How do consumers and organization go about buying, using, and disposing of our products?</li> <li>• Which segments should we select to target? If a consumer market: What are the relevant demographic, psychographic, and behavioral segmentation approaches and the media habits of the targeted segments? If a business market: What are the relevant organizational demographics?</li> <li>• How will we position our product for our markets?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Group Discussions</li> <li>• Market Research Project - DECA Manuals</li> </ul>

	<ul style="list-style-type: none"> <li>● Market Research Project – Items for school store</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>● 9.3.12.N.1: Use marketing strategies and processes to determine and meet client needs and wants.</li> <li>● 9.3.12.N.2: Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</li> <li>● 9.3.12.N.4: Obtain develop maintain and improve a marketing communication product or service mix to respond to market opportunities.</li> <li>● 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>● 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>● 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>● 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>● 9.4.12.A.19: Conduct technical research to gather information necessary for decision-making.</li> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Internet</li> <li>● Google Classroom</li> <li>● Google Forms for Market Research</li> <li>● Laptops</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>
<p><b>Notes</b></p>	

<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 6: Product and Pricing Strategies</b>
<b>Big Idea/Rationale</b>	<p>Students will be able to define and describe the product lifecycle and understand and define product strategy, branding, and product management. They will be able to differentiate between (1) products and services (2) convenience, shopping, and specialty consumer goods (3) consumer goods and industrial/organizational goods and (4) manufacturers national brand, private/store brand, and generic brand. They will also be able to explain the importance of pricing and how marketers set objectives for pricing strategies based off of these factors.</p>
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will be able to explain how value is derived through different product layers.</li> <li>• Students will be able to describe how marketers classify products.</li> <li>• Students will be able to understand and define the importance and types of product innovations.</li> <li>• Students will be able to list and show how firms develop new products.</li> <li>• Students will be able to explain the process of product adoption and the diffusion of innovations.</li> <li>• Students will be able to describe and list the different product objectives and strategies a firm may choose.</li> <li>• Students will be able to understand how firms manage products throughout the product lifecycle.</li> <li>• Explain how branding and packaging strategies contribute to product identity.</li> <li>• Describe how marketers structure organization for new and existing product management</li> <li>• Describe how marketers use costs, demands, revenue, and the pricing environment to make pricing decisions.</li> <li>• Understand pricing strategies and tactics.</li> <li>• Describe opportunities for Internet pricing strategies.</li> <li>• Describe the psychological, legal, and ethical aspects of pricing.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• What is our core product? Actual product? Augmented product?</li> <li>• What product line/product mix strategies should we use?</li> <li>• How should we package, brand, and label our product?</li> <li>• How can attention to service quality enhance our success?</li> <li>• How will we price our product to the consumer and through the channel? How much must we sell to break even at this price? What pricing tactics should we use?</li> </ul>

<p><b>Content (Subject Matter)</b></p>	<ul style="list-style-type: none"> <li>● Reading from “Marketing: Real People, Real Choices”</li> <li>● PowerPoint Presentations</li> <li>● Class discussions</li> <li>● Group Discussions</li> <li>● Product Designs and Production</li> </ul>
<p><b>Skills/ Benchmarks (CCSS Standards)</b></p>	<ul style="list-style-type: none"> <li>● 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.</li> <li>● 9.3.12.N.2: Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</li> <li>● 9.3.12.N.4: Obtain develop maintain and improve a marketing communication product or service mix to respond to market opportunities.</li> <li>● 9.4.12.A.5: Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication.</li> <li>● 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>● 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>● 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>● 9.4.12.A.19: Conduct technical research to gather information necessary for decision-making.</li> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Internet</li> <li>● Google Classroom</li> <li>● Google Drawings</li> <li>● Laptops</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>

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<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 7: Distribution Strategies and Retailing</b>
<b>Big Idea/Rationale</b>	Compare and contrast the components of a physical distribution/marketing system (1) Order Processing (2) Warehousing/storage and (3) Transportation. Define retailing and how it evolves.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Explain what a distribution channel is, identify types of wholesaling intermediaries, and describe the different types of distribution channels.</li> <li>• List and explain the steps to plan a distribution channel strategy.</li> <li>• Discuss the concepts of logistics and supply chain.</li> <li>• Describe and list ethical issues in retailing.</li> <li>• Describe nonstore retailing.</li> <li>• Classify traditional retailers.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• How do we get our product to consumers in the best and most efficient manner?</li> <li>• How do we integrate supply chain elements to maximize the value we offer to our customers and other stakeholders?</li> <li>• What types of retailers, if any, should we work with to sell our product?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Class discussions</li> <li>• Group Discussions</li> </ul>
<b>Skills/ Benchmarks (CCSS Standards)</b>	<ul style="list-style-type: none"> <li>• 9.3.12.N.1: Use marketing strategies and processes to determine and meet client needs and wants.</li> <li>• 9.3.12.N.2: Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</li> <li>• 9.3.12.N.6: Select monitor and manage sales and distribution channels.</li> <li>• 9.3.12.P.2: Describe the application and use of new and emerging advance techniques to provide solutions for transportation distribution and logistics problems.</li> <li>• 9.3.12.P.3: Describe the key operational activities required of successful transportation distribution and logistics facilities.</li> <li>• 9.3.12.P2.1: Describe the health safety and environmental rules and regulations in transportation distribution and logistics workplaces.</li> <li>• 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>• 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>• 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make</li> </ul>

	<p>decisions.</p> <ul style="list-style-type: none"> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Internet</li> <li>● Google Classroom</li> <li>● Laptops</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>
<p><b>Notes</b></p>	



<b>Grade: 12</b> <b>Subject: Honors</b> <b>Marketing IV</b>	<b>Unit 8: Promotional Strategies</b>
<b>Big Idea/Rationale</b>	Compare and contrast Marketing Communication Promotional factors (1) Advertising (2) Sales promotion (3) Publicity/Public relations and (4) Personal Selling.
<b>Enduring Understanding (Mastery Objective)</b>	<ul style="list-style-type: none"> <li>• Students will understand the communication process and the traditional promotion mix.</li> <li>• Students will describe and list the steps in traditional and multichannel promotional planning.</li> <li>• Students will be able to define and describe advertising, the major types of advertising, the criticisms of advertising, and the process of developing an advertising campaign.</li> <li>• Students will be able to explain what sales promotion is and describe the different types of consumer and B2B sales promotion activities.</li> <li>• Students will understand how marketers communicate using an updated communication model that incorporates buzz marketing activities and new social media.</li> <li>• Students will understand the elements of direct marketing.</li> <li>• Students will be able to demonstrate personal selling and how it fits into the promotion mix.</li> <li>• Students will be able to identify different sales jobs.</li> <li>• Students will list the steps in the creative selling process.</li> <li>• Students will be able to explain the role of public relations and the steps in developing a public relations campaign.</li> </ul>
<b>Essential Questions (Instructional Objective)</b>	<ul style="list-style-type: none"> <li>• How do we develop a consistent message about our product? How do we best generate buzz?</li> <li>• What approaches to Advertising, Sales, Promotion, Social Media, Direct/Database Marketing, Personal Selling, and Public Relations should we use?</li> <li>• What role should a sales force play in the marketing communication plan? How should direct marketing be used?</li> </ul>
<b>Content (Subject Matter)</b>	<ul style="list-style-type: none"> <li>• Reading from “Marketing: Real People, Real Choices”</li> <li>• PowerPoint Presentations</li> <li>• Public Relations in DECA role play and manuals</li> <li>• Class discussions</li> <li>• Group Discussions</li> </ul>
<b>Skills/ Benchmarks</b>	<ul style="list-style-type: none"> <li>• 9.3.12.N.1: Use marketing strategies and processes to determine and</li> </ul>

<p><b>(CCSS Standards)</b></p>	<p>meet client needs and wants.</p> <ul style="list-style-type: none"> <li>● 9.4.12.N.18: Exhibit public relations skills in order to increase internal and external customer satisfactions.</li> <li>● 9.4.12.N4.17: Analyze sales careers to determine interest.</li> <li>● 9.4.12.N5.11: Employ concepts and actions used in this pathway to determine client needs and wants and to respond to clients through planned personalize communication intended to influence purchasing decision and enhance future sales opportunities.</li> <li>● 9.4.23.N6.01: Gather access synthesize evaluate and disseminate information to aid in making sales.</li> <li>● 9.4.12.N6.03: Understand concepts tools and strategies used in this pathway to explore obtain and develop sales careers.</li> <li>● 9.4.12.J3.05: Demonstrate knowledge of advertising principles when selecting media to attract and retain clients in this pathway.</li> <li>● 9.3.12.N.6: Select monitor and manage sales and distribution channels.</li> <li>● 9.4.12.A.10: Interpret verbal and nonverbal cues/behaviors to enhance communication.</li> <li>● 9.4.12.A.11: Apply active listening skills to obtain and clarify information.</li> <li>● 9.4.12.A.16: Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.</li> <li>● 9.4.12.A.32: Describe the nature and types of business organizations to build an understanding of the scope of organizations.</li> <li>● 9.4.12.A.68: Employ planning and time management skills and tools to enhance results and complete work tasks.</li> <li>● 9.1.4.B.1: Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.</li> <li>● 9.1.8.C.3: Model Leadership skills during classroom and extra-curricular activities.</li> <li>● 9.4.12.D.6: Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</li> </ul>
<p><b>Materials and Resources</b></p>	<ul style="list-style-type: none"> <li>● Use of PowerPoint Presentations</li> <li>● Whiteboard</li> <li>● Internet</li> <li>● Public Relations Events in DECA</li> <li>● Public Relations Project – School Store</li> <li>● Google Classroom</li> <li>● Laptops</li> <li>● Book - “Marketing: Real People, Real Choices”</li> </ul>

<b>Notes</b>	
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