Honors Marketing III Curriculum Maps

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: DECA Community Service
Big Idea/Rationale	Civic consciousness involvement develops values, ethics, and concern for others resulting in personal growth by being involved in their community environment. Inspiring students to improve the world around them.
Enduring Understanding (Mastery Objective)	• One's character and ethics are constantly being challenged and are ever-changing and evolving. • The importance of connecting with civic life and of becoming confident and contributing adult leaders within their communities and the world.
Essential Questions (Instructional Objective)	• How do family, school, community and workplace influence an individual's character and ethics? • What marketing functions are exhibited when conducting a community project? • Promotion • Pricing • Product/service management • Channel Management • Marketing Information Management • Selling • How do DECA community service projects build partnerships between students, teachers, schools, businesses and communities?
Content (Subject Matter)	• Community Service Projects change from year to year • PowerPoint presentations - teacher developed • Charity Materials • Class discussion
Skills/ Benchmarks (CCSS Standards)	• 9.4.12.N.20 Evaluate and summarize the concepts and strategies used to communicate information about products services images and/r ideas to achieve desired outcomes. • 9.4.12.N.53 Employ leadership skills to accomplish goals and objectives. • 9.4.12.N.54 Employ organizational skills to foster positive working relationships and accomplish organizational goals. • 9.4.12.N.55 Employ teamwork skills to achieve collective goals and use team members talents effectively. • 9.4.12.N.56 Establish and maintain effective relationships in order to accomplish objectives and tasks. • 9.4.12.N.57 Conduct and participate in meetings to accomplish tasks. • 9.4.12.N.58 Employ mentoring skills to assist others. • 9.4.12.N.75 Employ planning and time management skills and tools to enhance results and complete work tasks.

Materials and Resources	21st Century cart - PowerPoint presentation - Video presentations
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: Creating and Editing Word Documents
Big Idea/Rationale	Accurate formatting and keying of reports is a skill that will be used in high school, in college, and in the professional world. If created according to the guidelines, it will encourage the reader to have confidence in the quality of the research as well.
Enduring Understanding (Mastery Objective)	• Paying attention to detail is a skill that can be transferred to every aspect of computer education from word processing to programming. • Following directions step by step is a skill that can be transferred to every aspect of computer education from word processing to programming. • Organizing ideas and presenting research results through written communication is a skill that is needed throughout our formal schooling and into the professional world. • Giving credit for their ideas ill avoid the danger of being accused of plagiarism.
Essential Questions (Instructional Objective)	• What is the report format as specified by the instructor • What is plagiarism and how can it be avoided? • Why is it important to find and correct all errors in format as well as in text?
Content (Subject Matter)	• Students will follow outline presented and use the pre-formatted template. Students will format reference pages, quotations, and automatic page numbering.
Skills/ Benchmarks (CCSS Standards)	• **9.4.12.N.26** Employ technological tools to expedite workflow. • **9.4.12.N.28** Operate Internet applications to perform tasks. • **9.4.12.N.29** Operate writing and publishing applications to prepare business communications. • **9.4.12.N.31** Employ spreadsheet applications to organize and manipulate data. • **9.4.12.N.32** Employ database applications to manage data. • **9.4.12.N.34** Employ computer operations applications to manage work tasks. • **9.4.12.N.35** Use computer-based equipment (containing embedded computers or processors) to control devices. • **9.4.12.N.36** Apply technological tools used by marketers to expedite workflow
Materials and Resources	Student computer generated charts, graphs, spreadsheets, surveys, research project
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: Creating Worksheets and Charts
Big Idea/Rationale	Knowing the process of developing a worksheet can communicate organized and specific information for a business and/or individual. Results can be calculated quickly and easily through formulas.
Enduring Understanding (Mastery Objective)	- Data from the spreadsheet can be illustrated through use of graphs, charts, and tables. - Accurate input of formulas allow for accurate findings.
Essential Questions (Instructional Objective)	- What types of information/data can be utilized using a spreadsheet? - In what ways can the business community use a spreadsheet to illustrate information? - Which styles and designs of charting best illustrate certain data? - Demographic/Geographic/Psychographic/Economic
Content (Subject Matter)	Teacher generated Excel handouts and directions for Census 2010 demographic information. Hands on computer software. Class discussion. Sample worksheets/charts handouts. Visual demonstration. Internet 2010 Census findings.
Skills/ Benchmarks (CCSS Standards)	9.4.12.N.26 Employ technological tools to expedite workflow. 9.4.12.N.28 Operate Internet applications to perform tasks. 9.4.12.N.29 Operate writing and publishing applications to prepare business communications. 9.4.12.N.31 Employ spreadsheet applications to organize and manipulate data. 9.4.12.N.32 Employ database applications to manage data. 9.4.12.N.34 Employ computer operations applications to manage work tasks. 9.4.12.N.35 Use computer-based equipment (containing embedded computers or processors) to control devices. 9.4.12.N.36 Apply technological tools used by marketers to expedite workflow
Materials and Resources	Student computer generated charts, graphs, spreadsheets, surveys
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: DECA Competition
Big Idea/Rationale	Businesses today use role-playing strategies for training, job interviews, assessment of learned skills, and customer service training. Role-playing provides employees to learn and make mistakes without consequences.
Enduring Understanding (Mastery Objective)	• Students will identify the benefits of using/practicing role-plays. • Students will be able to use their marketing skills to solve hypothetical situations related to business and marketing career clusters.
Essential Questions (Instructional Objective)	• What are the benefits of using role-plays in business? • Understanding empathy • Improve communication skills • Role-play activities can be modified for all individuals • Decreases inhibitions • Increase self-esteem • Builds confidence • How can "thinking outside the box" set you apart from everyone else? • What role-play scenarios would be beneficial for job interviewing?
Content (Subject Matter)	• Class discussion • Teacher-generated PowerPoint • Role-play situations
Skills/ Benchmarks (CCSS Standards)	• **9.4.12.N.9** Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. **9.4.12.N.11** Evaluate and use information resources to accomplish specific occupational tasks. **9.4.12.N.14** Interpret verbal and nonverbal cues/behaviors to enhance communication. **9.4.12.N.15** Apply active listening skills to obtain and clarify information. • **9.4.12.N.20** Evaluate and summarize the concepts and strategies used to communicate information about products/services/images and/or ideas to achieve desired outcomes. • **9.4.12.N.22** Employ critical thinking skills (e.g. analyze synthesize and evaluate) independently and in teams to solve problems and make decisions. **9.4.12.A.54** Identify and demonstrate positive work behaviors and personal qualities needed to succeed.
Materials and Resources	• 21st Century cart • PowerPoint presentation

Notes	

Grade: 11-12 **Subject:** Honors Marketing III	**Unit of Study: DECA**
Big Idea/Rationale	Associations, clubs, networking groups and other career-focused organizations provide a number of benefits for members at all levels and at all stages of career growth.
Enduring Understanding (Mastery Objective)	• Explain the DECA professional organization and its goals of the marketing education program • Students will be able to identify the benefits of member association
Essential Questions (Instructional Objective)	• How can participation in a professional association expand your career opportunities? • What does DECA stand for? • What are the benefits of professional DECA membership now and after high school graduation? • How can professional membership expand your career opportunities?
Content (Subject Matter)	• Class discussion • PowerPoint presentation • www.deca.org • www.njdeca.org • *Dimensions* magazine
Skills/ Benchmarks (CCSS Standards)	• 9.4.12.N.15 Apply active listening skills to obtain and clarify information. • 9.4.12.N.53 Employ leadership skills to accomplish goals and objectives • 9.4.12.N.54 Employ organizational skills to foster positive working relationships an accomplish organizational goals. • 9.4.12.N.55 Employ teamwork skills to achieve collective goals and use team members talents effectively. • 9.4.12.N.56 Establish and maintain effective relationships in order to accomplish objectives and tasks. • 9.4.12.N.57 Conduct and participate in meetings to accomplish tasks. • 9.4.12.N.62 Identify and demonstrate positive work behaviors and personal qualities needed to succeed in the classroom and/or to be employable.
Materials and Resources	• Multi-media cart • PowerPoint presentation • www.deca.org • www.njdeca.org
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: Building Your Portfolio
Big Idea/Rationale	Job skills portfolios give an edge in the marketplace. Portfolios illustrate the depth of a person's skills, understanding, experience and growth, often times used as a tool to get a second interview.
Enduring Understanding (Mastery Objective)	• The determination of key elements of a portfolio, its format, and organization of content is a job/career seeking tool. • Understanding that the portfolio is an instrument used to showcase a person's efforts, progress, and achievements. • Once developed, keeping it current and up-to-date will boost self-confidence, self-assessment, and be better prepared for job/career searching.
Essential Questions (Instructional Objective)	• What is the purpose of a portfolio? • What are the characteristics of an effective portfolio? • What are the phases of portfolio development? • How can you use your career portfolio after high school?
Content (Subject Matter)	• PowerPoint presentation on resumes and references • Related handouts - resume/references examples • Newspaper articles about references and letters of recommendation • Internet articles relating to portfolios • Class discussion • Portfolio samples from alumni
Skills/ Benchmarks (CCSS Standards)	• **9.4.12.N.65** Maintain a career portfolio to document knowledge, skills, and experience in a career field. • **9.4.12.N.64** Demonstrate skills related to seeking and applying for employment in a desired job. • **9.4.12.N.63** Develop a Personalized Student Learning Plan to meet career goals and objectives. • **9.4.12.N.66** Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals. • **9.4.12.N.34** Employ computer operations applications to manage work tasks. • **9.4.12.N.30** Operate presentation applications to prepare and deliver presentations. • **9.4.12.N.12** Use correct grammar, punctuation, and terminology to write and edit documents. • **9.4.12.N.11** Evaluate and use information resources to accomplish specific occupational tasks. • **9.1.12.N.62** Demonstrate a positive work ethic in various settings,

	including the classroom and during structured learning experiences.
Materials and Resources	• Computer applications • Multi-media cart • PowerPoint Presentation
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: Professional Presentation Skills
Big Idea/Rationale	Entry-level employees are likely to deliver at least some formal presentations. Oral communication is the mode of choice in most workplaces today. Excellent professional presentation and communication skills lead to advancements/promotions. Presentation skills are becoming a new survival skill in the workplace.
Enduring Understanding (Mastery Objective)	• Identify the benefits of improving your presentation skills • Identify strategies for creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.
Essential Questions (Instructional Objective)	• In addition to the workplace, where would good presentation skills be an asset? • What are the transferable skills gained by improving upon your presentation skills? • What are the advantages to an employer of an employee possessing good presentation and communications skills?
Content (Subject Matter)	• Students will orally present and deliver their marketing research project before their peers, teachers, DECA State professional judges, and business partners. They will utilize professional dress and visuals such as a presentation board and flip chart.
Skills/ Benchmarks (CCSS Standards)	• 9.4.12.N.8 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice. • 9.4.12.N.9 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • 9.4.12.N.10 Locate, organize, and reference written information from various sources to communicate with others • 9.4.12.N.11 Evaluate and use information resources to accomplish specific occupational tasks. • 9.4.12.N.12 Use correct grammar, punctuation, and terminology to write and edit documents. • 9.4.12.N.13 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences • 9.4.12.N.14 Interpret verbal and nonverbal cues/behaviors to enhance communication. • 9.4.12.N.15 Apply active listening skills to obtain and clarify information. • 9.4.12.N.16 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.N.17 Listen to and speak with diverse individuals to enhance

	communication skills.
Materials and Resources	Student computer generated charts, graphs, spreadsheets, surveys, research project
Notes	

Grade: 11-12 **Subject:** Honors Marketing III	**Unit of Study: Marketing Research Topic Overview**
Big Idea/Rationale	Marketing research topic changes each school year. Topic centers around improving the business in some aspect. Guidelines of the Business Operations Research event; Partner with local business
Enduring Understanding (Mastery Objective)	• Explain the Business Operations Research Event • Partner with a local business for the research project
Essential Questions (Instructional Objective)	• What are the required forms to partner with the local business? • What is the company's mission statement? • What are the factors that define a particular target market? • Based on the most current census data available, what are the demographic, geographic, psychographic and socio-economic factors of the business's location?
Content (Subject Matter)	• Marketing Essentials textbook chapter readings Completion of required handouts • Business Operations Research Events Guide/Specs • Class discussions • Teacher generated PowerPoint - Market Segmentation • Internet Activities-Locating recent census data
Skills/ Benchmarks (CCSS Standards)	• 9.1.12.C.1 Enlist input from experts in the field, community members, and other stakeholders to design a service-learning activity that addresses a local, national, or worldwide need. • 9.4.12.N.8 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice. • 9.4.12.N.9 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication • 9.4.12.N.10 Locate, organize, and reference written information from various sources to communicate with others. • 9.4.12.N.11 Evaluate and use information resources to accomplish specific occupational tasks. • 9.4.12.N.12 Use correct grammar, punctuation, and terminology to write and edit documents. • 9.4.12.N.15 Apply active listening skills to obtain and clarify information. • 9.4.12.N.16 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.N.17 Listen to and speak with diverse individuals to enhance communication skills.

	• 9.4.12.N.19 Obtain and convey marketing ideas and information o facilitate business operations. • 9.4.12.N.25 Conduct technical research to gather information necessary for decision-making. • 9.4.12.N.26 Employ technological tools to expedite workflow. • 9.4.12.N.28 Operate Internet applications to perform tasks. • 9.4.12.N.31 Employ spreadsheet applications to organize and manipulate data. • 9.4.12.N.55 Employ teamwork skills to achieve collective goals and use team members' talents effectively • 9.4.12.N.56 Establish and maintain effective relationships in order to accomplish objectives and tasks.
Materials and Resources	• Internet sites: • Mashable.com • city-data.com • epodunk.com • zipskinny.com • Computer applications
Notes	

Grade: 11-12 **Subject:** Honors Marketing III	**Unit of Study: Marketing Research**
Big Idea/Rationale	Businesses that want to increase their customer base must have information about the attitudes and behaviors of current and prospective customers. Marketing research provides data for the development of strategies that will increase sales and profits.
Enduring Understanding (Mastery Objective)	• There are many ways of conducting market research • Companies need to find out who their customers are, what they need or want, and their opinions, in order to remain competitive in the free enterprise system.

Essential Questions (Instructional Objective)	• Why should the 5 marketing research steps be performed sequentially for any given company/project?
	   o Define the problem
	   o Obtain the data
	   o Analyze the data
	   o Recommend solutions
	   o Apply the results
	• When should primary data be used over secondary data and vice-versa?
	• What factors must be considered when developing a valid and reliable survey instrument?
	   o Unbiased questions
	   o Consistent ranking and rating
	   o No leading or misleading questions
	   o Demographic questions placed a the end
	   o Clear directions
	• What factors must be considered when administering the survey instrument?
	   o Consistent method
	   o Various days, times of day,. etc.
	• What computer software applications can best be utilized to present the data results in a clear and concise analysis?
	• How will the knowledge of various computer applications facilitate a typical research report?

Content (Subject Matter)	• Identify the topic for the survey • Create the survey questions o www.surveymonkey.com • Administer the survey instrument • Tally the results • Enter the results in a spreadsheet and create appropriate charts • Create a research report using a word processing program identifying findings and conclusions based on findings

	• Insert charts from the spreadsheet into the research report • Marketing Essentials Textbook reading - Chapter 29, pgs 608-629 • PowerPoint presentation on Primary/Secondary data
Skills/ Benchmarks (CCSS Standards)	• **9.4.12.N.16** Develop and interpret tables, charts, and figures to support written and oral communications. • **9.4.12.N.17** Listen to and speak with diverse individuals to enhance communication skills. • **9.4.12.N.19** Obtain and convey marketing ideas and information o facilitate business operations. • **9.4.12.N.20** Evaluate and summarize the concepts and strategies used to communicate information about products/services/images and/or ideas to achieve desired outcomes. • **9.4.12.N.25** Conduct technical research to gather information necessary for decision-making. • **9.4.12.N.26** Employ technological tools to expedite workflow. • **9.4.12.N.28** Operate Internet applications to perform tasks. • **9.4.12.N.29** Operate writing and publishing applications to prepare business communications. • **9.4.12.N.30** Operate presentation applications to prepare and deliver presentations. • **9.4.12.N.31** Employ spreadsheet applications to organize and manipulate data. • **9.4.12.N.32** Employ database applications to manage data. • **9.4.12.N.33** Employ collaborative/groupware applications to facilitate group work. • **9.4.12.N.34** Employ computer operations applications to manage work tasks. • **9.4.12.N.55** Employ teamwork skills to achieve collective goals and use team members' talents effectively. • **9.4.12.N.58** Employ mentoring skills to assist others.
Materials and Resources	• 21st century multi-media cart • *Marketing Essentials* textbook • www.surveymonkeycom • Excel application software
Notes	

Grade: 11-12 Subject: Honors Marketing III	Unit of Study: Sports Franchising
Big Idea/Rationale	Franchises have a variety of important advantages and disadvantages over new, independent businesses. Successful entrepreneurs make important executive decisions in order to achieve all marketing goals.
Enduring Understanding (Mastery Objective)	There are many reasons as to why one might want to franchise a business. Prior to considering franchising a business, one should know what makes a successful franchise.
Essential Questions (Instructional Objective)	- Using market research and observation offered in the virtual sports simulation: - Where is the best location for your football franchise? - What is the best yield-management pricing for different seating? - Which are the best promotional items to attract fans to their football franchise? - Which media and advertising strategy is used to raise awareness of their football franchise to create ticket sales? - Why are staffing levels at a stadium important? - Why are staffing levels of the parking aspects important? - What are the different types of sponsorship avenues and their potential value to corporate sponsors/ - How do you evaluate the licensing deals and the effect it has on the revenue of a football franchise? - How do you read a financials report/ - How do you use player statistics to create a winning team?
Content (Subject Matter)	Students will be able to: - Identify the advantages/disadvantages of owning a franchise - Define entrepreneurship - Start a football franchise and work to make it profitable. As their profit increases, they move to new levels of increasing difficulty in marketing mix and marketing function decisions.
Skills/ Benchmarks (CCSS Standards)	9.4.12.N.(1).4 Research the concepts, systems, and tools marketers use when making decisions to gather, access, synthesize, and disseminate marketing information. 9.4.12.N.84 Evaluate and summarize the concepts and process used to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. 9.4.12.N.(1).5 Research the concepts and actions marketers use to determine client needs and wants, and to develop personalized responses intended to influence purchasing decisions and enhance future business opportunities.

	• 9.4.12.N.15 Apply active listening skills to obtain and clarify information.
	• 9.4.12.N.16 Develop and interpret tables, charts, and figures to support written and oral communication.
	• 9.4.12.N.28 Operate internet applications to perform tasks.
	• 9.4.12.N.11 Evaluate and use information resources to accomplish specific occupational tasks.
	• 9.4.12.N.22 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.
	• 9.4.12.N.34 Employ computer operations applications to manage work tasks.
	• 9.4.12.N.81 Demonstrate knowledge of the concepts systems and tools needed to gather access synthesize evaluate and disseminate marketing information for use in making business decisions.
	• 9.4.12.N.82 Evaluate and summarize the concepts and strategies used to determine marketing strategies and target them to specific audiences.
	• 9.4.12.N.83 Evaluate and summarize the concepts and strategies used to determine and adjust prices to maximize return and meet customers perceptions of value.
	• 9.4.12.N.84
	• Evaluate and summarize the concepts and processes used to obtain develop maintain and improve a product.
Materials and Resources	• Sports Virtual Business Simulation • 21st Century multi-media cart
Notes	