| **WEEK** | **CONTENT**  | **STANDARDS ADDRESSED** | **SKILLS / BENCHMARKS** | **VOCABULARY** | **ESSENTIAL QUESTIONS** | **ASSESSMENTS** | **RESOURCES** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| FALL1 | Course Intro | 4.1 Interpret verbal and nonverbal communication**\*5.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS DECA**5.1 Determine the roles and responsibilities that leaders and team members bring to a marketing workplace5.2 Identify the differences between management and leadership5.3 Describe characteristics of an effective team player5.4 Discuss characteristics of effective teams5.5 Practice techniques to involve each member of the team5.6 Practice teamwork required for the marketing field5.7 Practice effective meeting management5.8 Examine the differences between consensus building and majority decision making5.9 Participate in a marketing career development event5.10 Practice the decision-making process**\*7.0 PRACTICE SAFE WORKING PROCEDURES FOR THE MARKETING PROFESSION**7.1 Identify the responsibilities of marketing professionals to create/maintain a safe marketing work environment7.2 Explain the need for common safety rules in a marketing workplace7.3 Identify ergonomics and repetitive strain injuries commonly experienced within the marketing profession**12.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES IN THE MARKETING FIELD**12.1 Use technology appropriate for the marketing field12.2 Demonstrate positive work behaviors12.3 Demonstrate positive interpersonal behaviors12.4 Demonstrate safe and healthy work behaviors12.5 Adapt to changes in the marketing workplace**15.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY THE CAREER AND TECHNICAL STUDENT ORGANIZATION DECA**15.1 Determine the roles and responsibilities that leaders and members bring to a marketing organization15.2 Evaluate characteristics of an effective team player15.3 Evaluate characteristics of effective marketing teams15.4 Practice techniques to involve each member of the marketing team15.5 Practice effective meeting management15.6 Participate in marketing career development events15.7 Develop and implement a personal and professional improvement plan15.8 Demonstrate business etiquette15.9 Practice decision-making process | \*The course intro will include an introduction to the Marketing, Management & Entrepreneurship program, course and teacher expectations, introduction to DECA, school based enterprise and leadership/team building activities. | DECAMarketingEntrepreneurshipLeadershipTeamwork | How will I benefit from this program? | Pre-testTextbook Scavenger HuntTeacher observation of Leadership Activities | Course syllabusTeacher websitesDECA videos and promotional materials |
| FALL2-4 | Intro: Principles of Marketing | **28.1d ANALYZE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR**28.1d Explain how personal values influence, customer purchases, decisions and relationships28.2d Describe how market segmentation (diversity, demographics, etc) influences purchasing decisions made by consumers27.6d Explain the importance of management tools (i.e., 10-year plan, SWOT, employee surveys and customer surveys)34.1d Describe marketing functions34.2d Explain marketing and its importance in a global economy34.3d Identify target markets, competition and customer profiles4.3 Practice client communication skills through role plays | **Ch. 1.1**-Define marketing-List the seven marketing core functions-Understand the marketing concept**Ch. 1.2**-Analyze the benefits of marketing-Apply the concept of utility**Ch. 1.3**-Describe the concept of market-Differentiate consumer and industrial market-Describe market share-Define target market-List the four components of the marketing mix**Ch. 2.1**-Conduct a SWOT analysis-List the three key areas of an internal company analysis-Identify factors in an environmental scan**Ch. 2.2**-Explain the concept of market segmentation-Analyze a target market-Differentiate between mass marketing and market segmentation | **Ch. 1.1**MarketingGoodsServicesMarketing concept**Ch. 1.2**Utility**Ch. 1.3**MarketConsumer marketIndustrial marketMarket shareTarget marketCustomer profileMarketing mix**Ch. 2.1**SWOT analysisEnvironmental scan**Ch. 2.2**Market segmentationDemographicsDisposable incomeDiscretionary incomeGeographicsPsychographicsMass marketing | **How does marketing benefit society?**How does marketing affect the decisions of consumers and business owners/managers?How does marketing help a company reach its goals?How do management tools impact planning and the success of a company? | Differentiate between goods and servicesRead a short story that involves utilities (Marketopolis island) and then write their own short story involving utilities and a current productCreate a marketing song by rewriting the lyrics to sell a selected product & address the 4 parts of the marketing mix (product, place, price, promotion)Develop a customer profile for a consumer market and an industrial marketPrepare a SWOT analysis on an existing businessSegment a market (Predict the school campus’ demographic make-up and compare to actual demographic segmentation).DECA Role PlaysUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 1Ch. 2 |
| FALL5-10 | **SELLING** | **20.0 CRITIQUE SELLING CONCEPTS**20.1 Discuss the nature and scope of selling20.2 Determine key factors in building a clientele20.3 Analyze product information to identify product features and benefits20.4 Assess customer/client needs20.5 Identify buying motives20.6 Make a sales presentation using the selling process20.7 Analyze support activities needed for selling20.8 Analyze technology for use in sales functions**4.0 PRACTICE COMMUNICATION SKILLS NEEDED IN A MARKETING ENVIRONMENT**4.1 Interpret verbal and nonverbal communication4.2 Identify barriers to effective communication4.3 Practice client communication skills through role plays4.4 Produce effective written communication in letters, reports and emails**16.0 CULTIVATE CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS**16.1 Practice the fundamentals of communication16.2 Foster positive working relationships16.3 Explore the nature of staff communication16.4 Analyze group-working relationships16.5 Determine strategies related to customer relations16.6 Participate as a team member34.14d Identify the relationship between customer service and customer satisfaction34.15d Identify strategies for generating customer loyalty (i.e., social networking) | **Ch. 12.1**-Define selling & types of selling situations-Explain the purpose & goals of selling-Define consultative selling-Differentiate between rational & emotional buying motives-List 3 levels of consumer decision making**Ch. 12.2**-Name sources of product information-Explain the main focus of preparation in business to business-Explain the focus of preparation in retail selling**Ch. 13.1**-List the 7 steps of a sale-Explain the importance & purposes of the approach in the sales process-Demonstrate how business to business representatives conduct initial approach-Name 3 methods for making the initial approach in retail sales**Ch. 13.2**-Explain why determining needs is an essential step in the sales process-List 3 methods for determining needs**Ch. 14.1**-Describe the goal of product presentation-List 4 techniques that create a lively and effective product presentation**Ch. 14.2**-Distinguish objections from excuses-Explain the 5 buying decisions on which common objections are based-Demonstrate the general 4 step method for handling customer objections-List 7 specific methods of handling objections & note when to use each**Ch. 15.1**-Identify customer buying signals-List a few rules for closing a sale-Select appropriate methods for closing a sale**Ch. 15.2**-Explain the importance of suggestion selling-List the rules for effective suggestion selling-Demonstrate appropriate specialized suggestion selling methods-Discuss strategies for maintaining & building a clientele-Explain the importance of customer service & follow-up.-Explain customer relationship management**Ch. 16.1**-List all types of retail sales transactions-Process purchases, returns & exchanges.-Generate & process sales documentation-Calculate sales tax, discounts & shipping**Ch. 16.2**-Name the functions of cash registers & point-of-sale registers-Explain the uses for universal product codes-Make change | **Ch. 12.1**Personal sellingBusiness to business selling (B2B)TelemarketingConsultative sellingFeature/Benefit sellingProduct featuresCustomer benefitsRational motiveEmotional motiveExtensive decision makingLimited decision makingRoutine decision making**Ch. 12.2**Pre-approachProspectReferralsEndless chain methodCold canvassingSales quotas**Ch. 13.1**Service approachGreeting approachMerchandise approach**Ch. 13.2**Nonverbal communicationOpen-ended questions**Ch. 14.1**Layman’s termsJargon**Ch. 14.2**ObjectionsExcusesSubstitution methodBoomerang methodSuperior point methodThird party method**Ch. 15.1**Closing the saleBuying signalsTrial closeWhich closeStanding-room-only closeDirect closeService close**Ch. 15.2**Suggestion sellingCustomer relationship management (CRM)**Ch. 16.1**Sales CheckSales taxAllowance**Ch. 16.2**Universal Product CodePoint-of-sale systemTillOpening cash fund | **What influences you in making a purchase?**How does a potential customer’s profile influence a salesperson’s selling techniques?Describe a time where your experience with a salesperson has led to your decision to make or not make a purchase.How do buying motives influence a purchase decision?How do processes assist in meeting a goal?Why are basic math skills useful in sales? | Complete a Technical Sales Project (current or past years)Write a selling manual for a new employeeCreate a script for a business-to-business sales call and for a retail consumer.Create a feature/benefit chart for a new product to be sold at a major retail store.Create a PowerPoint going through the steps of a sale process for a new item and its competitors using the merchandise approach. (Questions on each step – justify the methods used in the actual demonstration).Demonstrate the steps of a sale. (Have students, in groups: possible roles - sales person, customer, judge, manager, cashier, & camera operator. Demonstrate group-working relationships)Act out a skit demonstrating customer service and/or customer relations scenarios. (student or teacher, difficult customer?, overcoming objections – have class identify)Write a memo to a sales clerk in your company, explaining how s/he should have handled a customer objection.Evaluate peer sales presentations.Evaluate a lead management system (ACT or Goldmine.)DECA Role PlaysUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 12Ch. 13Ch. 14Ch. 15Ch. 16.1 & 16.2 |
| FALL11-17 | **PROMOTION** | **29.0d APPLY ADVERTISING STRATEGIES**29.1d Explain the role of advertising29.2d Identify the components of a promotional mix (i.e., PR, publicity)29.3d Compare and contrast the types of advertising media (i.e., TV, Internet, radio, mail, etc.)29.4d Analyze the components of advertisements29.5d Evaluate costs/benefits of participation in community activities29.6d Explain the role of product design and visual merchandising**6.0 EXPLORE TECHNOLOGY TOOLS TO SUPPORT MARKETING OPERATIONS**6.1 Use word processing software to prepare letters, memorandums, and reports6.2 Use spreadsheet or presentation software to prepare effective tables and graphs to communicate numerical data for marketing6.3 Use desktop publishing software to develop marketing collateral materials such as newsletters, brochures or advertisements6.4 Import text and graphics from software programs**9.0 CREATE DIGITAL MEDIA PRODUCTS REQUIRED IN A MARKETING WORKPLACE**9.1 Select and communicate information in an appropriate digital format9.2 Select the appropriate productivity tool for solving a specific marketing problem9.3 Produce a multi-page product for print and/or digital distribution**13.0 DEMONSTRATE ORAL COMMUNICATIONS SKILLS FOR THE MARKETING FIELD**13.1 Conduct formal/informal research to collect appropriate topical information13.2 Use questioning techniques to obtain needed information from an audience13.3 Interpret oral and nonverbal communications of audience13.4 Apply active listening skills13.5 Demonstrate appropriate technologies for a formal presentation in marketing13.6 Prepare and deliver presentations**14.0 DEMONSTRATE WRITTEN COMMUNICATIONS SKILLS FOR THE MARKETING FIELD**14.1 Conduct formal/informal research to collect appropriate topical information14.2 Organize information and develop an outline14.3 Write business communication using appropriate format for the situation14.4 Using appropriate technology, prepare a draft document using established rules for grammar, spelling and sentence construction34.15d Identify strategies for generating customer loyalty (i.e., social networking)4.3 Practice client communication skills through role plays | **Ch. 17.1**-Explain the role of promotion in business & marketing-Identify types of promotion-Distinguish between Public Relations & Publicity-Write a news release-Describe the concept of the promotional mix**Ch. 17.2**-Define sales promotion-Explain the use of promotional tie-ins, trade sales promotions & loyalty marketing programs**Ch. 18.1**-Explain the concepts & purpose of visual merchandising-Identify the elements of visual merchandising-Describe types of display arrangements-Understand the role of visual merchandisers on the marketing team**Ch. 19.1**-Explain the concept & purpose of advertising in the promotional mix-Identify the different types of advertising media-Discuss the planning and selection of media**Ch. 19.2**-Identify media measurement techniques-Explain techniques used to evaluate media-Summarize how media costs are determined-Explain promotional budget methods**Ch. 20.1**-Discuss how advertising campaigns are developed-Explain the role of an advertising agency-Identify the main components of print advertisements**Ch. 20.2**-Explain the principles of preparing an ad layout-List advantages & disadvantages of using color in advertising-Describe how typefaces & sizes add variety & emphasis to print advertisement | **Ch. 17.1**PromotionProduct promotionInstitutional PromotionAdvertisingDirect marketingSales PromotionPublic RelationsNews ReleasePublicityPromotional MixPush policyPull policy**Ch. 17.2**Sales promotionsTrade promotionsConsumer promotionsCouponsPremiumsIncentivesPromotional Tie-ins**Ch. 18.1**Visual MerchandisingDisplayStore FrontMarqueeStore layoutFixturesPoint of purchase displaysKiosk**Ch. 19.1**Promotional AdvertisingInstitutional AdvertisingMediaPrint mediaTransit AdvertisingBroadcast MediaOnline advertisingSpecialty mediaMedia planning**Ch. 19.2**AudienceImpressionFrequencyCost per thousand (CPM)**Ch. 20.1**Advertising CampaignAdvertising AgencyHeadlineCopyIllustrationClip artSignatureSlogan**Ch. 20.2**Ad LayoutAdvertising Proof | **How do organizations create awareness?**How do companies use the elements of the promotional mix to help them promote their product/business?What are some techniques companies use to promote their product or service?How do visual merchandising and displays help a business increase awareness of their products?Why is it important to consider the media costs in reaching a target audience?What elements are essential in advertisements? | Develop an Ad Campaign for a product, service or business. (written & presentation - Use DECA Advertising Campaign orFashion Promotion projects).Design a floor layout for a store or mall.Write a jingle to advertise a product.Create an ad layout and final print advertisementWrite a news releaseWrite and explain a time-line for the media in an advertising campaign.Write an instructional manual for creating a display. Include artistic elements.Calculate media costs to fit promotional budgetDevelop a sales promotion for a product/business. (sweepstakes, contest, discount coupon, give-a-way item, bundled products, tie-ins)Create a broadcast media advertisement. (Record, film and/or script and storyboard.)Create an advertisement utilizing social media. (Facebook, e-mail, pop-up, Linked-In, web page)Propose a promotional mix for a product/ business.DECA Role PlaysUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 17Ch. 18.1Ch. 19Ch. 20 |
| FALL18 | Review |  |  |  |  |  | Marketing Essentials (Glencoe, 2009) –Ch. 1 - 2Ch. 12 - 15Ch. 16.1 & 16.2Ch. 17Ch. 18.1Ch. 19 - 20 |
| SPRING1-4 | **PRICE** | **19.0 DETERMINE PRICING STRATEGIES TO MAXIMIZE RETURN AND MEET CUSTOMER PERCEPTIONS OF VALUE**19.1 Explore the nature and scope of pricing19.2 Explain legal considerations for pricing19.3 Select approach for setting a base price19.4 Determine cost of product (ROI, markup, price, etc)19.5 Explain factors affecting pricing decision19.6 Identify strategies for pricing new products25.2d Explain the principles of supply and demand**34.0d DEVELOP A MARKETING STRATEGY FOR A NEW AND AN EXISTING BUSINESS**34.6d Explain the impact of product life cycles on decisions34.7d Determine pricing strategies6.2 Use spreadsheet or presentation software to communicate numerical data for marketing4.3 Practice client communication skills through role plays | **Ch. 25.1**-Recognize the different forms of pricing-Discuss the importance of pricing-Explain the goals of pricing-Differentiate between market share and market position**Ch. 25.2**-List the four market factors that affect price planning (cost/expenses, supply and demand, consumer perceptions, competition)-Analyze demand elasticity and supply and demand theory-Explain how government regulations affect price planning**Ch. 26.1**-Name three pricing policies used to establish a base price (cost oriented pricing, demand oriented pricing, competition oriented pricing)-Explain two polar pricing policies for introducing a new product (skimming and penetration pricing)-Explain the relationship between pricing and the product life cycle**Ch. 26.2**-Describe pricing strategies that adjust the base price (product mix, geographical, international, segmented, psychological, promotional pricing)-List the steps involved in determining a price-Explain the use of technology in the pricing function | **Ch. 25.1**PriceReturn on investmentMarket shareMarket position**Ch. 25.2**Break-even pointDemand elasticityLaw of diminishing marginal utilityPrice fixingPrice discriminationUnit pricingLoss leader**Ch. 26.1**Markup pricingCost-plus pricingOne-price policyFlexible-price policySkimming pricingPenetration pricing**Ch. 26.2**Product mix pricing strategiesPrice liningBundle pricingGeographical pricingSegmented pricing strategiesPsychological pricingPrestige pricingEveryday low pricesPromotional pricing | **How does price affect businesses and consumers?**Why is price planning critical to the success of a business/ organization?How do customers respond to pricing at different stages of a product/service’s life cycle?How do businesses set pricing for a product?Why are price adjustments necessary? | **Chapter 25**Book, Page 540, #13 Market share in ExcelBook, Page 540, #14 return on investmentWorkbook, Page 220, Real World Application-Understanding Anti-trust Legislation.Create a graph of supply and demand for both a product & service produced in ArizonaMath Workbook: Break-even Market Factors for unwanted car – wanted poster for breaking legal/ethical considerations**Chapter 26**Student Store – Excel spreadsheet for markupSelect and defend a pricing strategy for a technology product throughout the product life cycleMath Workbook: Markup Workbook, Page 231, Role play – Assistant BuyerSelect three retailers (discount, grocer, department store) to analyze psychological and promotional pricing in a word document or publisher.Identify a product for DECA fundraising. Apply the steps for price planning (6 steps) and present ideas to the class.DECARole Plays – price planningUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 25Ch. 26 |
| SPRING5-8 | **PRODUCT** | **34.0d DEVELOP A MARKETING STRATEGY FOR A NEW AND AN EXISTING BUSINESS**34.5d Explore the nature and scope of product/service management34.8d Describe warranties and guarantees34.9d Explain quality assurance and consumer protection34.10d Explain the concept of product mix34.11d Describe factors related to positioning and branding34.12d Explore retail product considerations26.2 Explain the purpose and importance of credit4.3 Practice client communication skills through role plays | **Ch. 30.1**-Describe the steps in product planning-Explain how to develop, maintain, and improve a product mix**Ch. 30.2**-Identify the four stages of the product life cycle-Describe product positioning techniques (price & quality, features & benefits, relation to competition and relation to other products in a line)**Ch. 31.1**-Discuss the nature, scope, and importance of branding in product planning-Identify the various branding elements-List three different types of brands-Explain how branding strategies are used to meet sales and company goals**Ch. 31.2**-Explain the functions of product packaging-Identify the functions of labels**Ch. 32.1**-Identify different types of warranties-Explore the importance of warranties in product planning-Identify the major provisions of product safety legislation-Explain consumer responsibilities and rights related to product performance**Ch. 32.2**-Describe the importance of credit-Explain various sources of consumer credit-Identify the types of credit accounts extended to consumers-Discuss how businesses use trade credit | **Ch. 30.1**Product planningProduct mixProduct lineProduct itemProduct widthProduct depthProduct modification**Ch. 30.2**Product life cycleProduct positioningCategory managementPlanograms**Ch. 31.1**BrandBrand nameTrade nameBrand markTrade characterTrademarkNational brandsPrivate distributor brandsGeneric brandsBrand extensionsBrand licensingMixed brandCo-branding**Ch. 31.2**PackageMixed bundlingPrice bundlingBlister packsAseptic packagingCause packagingLabelBrand labelDescriptive labelGrade label**Ch. 32.1**WarrantyExpress warrantyFull warrantyLimited warrantyImplied warrantyWarranty of merchantabilityWarranty of fitness for a particular purposeDisclaimer**Ch. 32.2**Credit30-day accountsInstallment accountsRevolving accountsBudget accounts | **What makes products and services successful?****Ch. 30.1**What does product planning do for the economy?**Ch. 30.2**How do managers and organizational leaders create sustainability for products and services**Ch. 31.1**Why is branding important to consumers and businesses/organizations?**Ch. 31.2**What role does packaging and labeling play in communicating with the consumer?**Ch. 32.1**How do warranties affect companies and consumers?**Ch. 32.2**What role does credit play in the economy?How can a consumer or business owner use credit wisely? | **Chapter 30**Workbook, Page 264, Product planningBook, Page 650 #17(adaptation)Product Mix Poster illustrating width & depthof a product line**Chapter 31**Create a product with branding and required labelingDECA competitive event for product service management**Chapter 32**32.1 Team topics on each skill area are presented in digital format in class presentations32.2Workbook, Page 285, develop a chart on four credit cards available to consumersDECA Role Plays – product service managementUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 30Ch. 31Ch. 32Maxed Out(video documentary) |
| SPRING9-12 | **PLACE** | **18.0 EXPLAIN THE CONCEPTS AND PROCESSES ASSOCIATED WITH DISTRIBUTION**18.1 Explain the nature and scope of distribution18.2 Explain channels of distribution18.3 Explore information systems for order fulfillment18.4 Explain the shipping process18.5 Explain the receiving process18.6 Evaluate the warehouse and stock handling techniques of business18.7 Explore distribution management18.8 Evaluate the types of inventory control systems4.3 Practice client communication skills through role playsPURCHASING is not covered in the standards but it is a required component that precedes inventory management and is also required for student based enterprises and fundraising. | **Ch. 21.1**-Explain the concept of a channel of distribution-Identify channel members-Compare channels of distribution for consumer and industrial products**Ch. 21.2**-Explain distribution planning-Name and describe the three levels of distribution intensity-Explain the effect of the Internet on distribution planning-Describe the challenges of distribution planning for international markets**Ch. 22.1**-Describe the nature and scope of physical distribution-Identify transportation systems and services that move products from manufacturers to consumers-Name the different kinds of transportation service companies**Ch. 22.2**-Explain the concept and function of inventory storage-Identify the types of warehouses-Discuss distribution planning for international markets**Ch. 23.2**-List three types of purchase situations-Explain the criteria for selecting suppliers-Name the factors involved in negotiating terms of a sale-Describe the various internet purchasing methods**Ch. 16.3**-Prepare purchase orders & invoices-Explain delivery terms**Ch. 24.1**-Describe the receiving process-Explain stock handling techniques used in receiving deliveries**Ch. 24.2**-Describe the process for providing effective inventory management-Explain the types of inventory control systems-Relate customer service to distribution-Analyze sales information to determine inventory turnover-Discuss technology and inventory management | **Ch. 21.1**Channel of distributionIntermediariesWholesalersRack jobbersDrop shippersRetailersBrick-and-mortar RetailersE-tailingAgentsDirect distributionIndirect distribution**Ch. 21.2**Exclusive distributionIntegrated distributionSelective distributionIntensive distributionE-marketplace**Ch. 22.1**Physical distributionTransportationCommon carriersContract carriersPrivate carriersExempt carriersTon-mileCarloadFreight forwarders**Ch. 22.2**StoragePrivate warehousePublic warehouseDistribution center**Ch. 23.2**Want slipsConsignment buyingMemorandum buyingReverse auction**Ch. 16.3**Purchase orderInvoiceTerms for deliveryFree-on-Board (FOB)**Ch. 24.1**Receiving recordBlind check methodDirect check methodSpot check methodQuality check methodSource markingPreretailing marketing method**Ch. 24.2**InventoryInventory managementJust-in-time inventory systemPerpetual inventory systemPhysical inventory systemStockkeeping unit (SKU)Dollar controlUnit controlInventory turnoverBasic stock listNever-out listReal-time inventory systems | **How do consumers and businesses get products and services to use?****Ch. 21.1**How do products/ services move from producer to consumer?**Ch. 21.2**What decisions must companies/ organizations make about distribution?**Ch. 22.1**What transportation systems move products physically?**Ch. 22.2**How do companies store products until they can be sold?**Ch. 23.2**How do managers make good decisions about purchased items/services to run the business?**Ch. 16.3**What information is needed to complete a purchase order or invoice?**Ch. 24.1**What impact does stock handling have on a business operation?**Ch. 24.2**How do businesses manage and control inventory? | **Chapter 21**Create diagrams for consumer and industrial products and servicesPlay-Doh product and determine how it will be distributed**Chapter 22**Presentation on advantages and disadvantages of physical distribution methods for Play-Doh products (tic-tac-toe options of presentation methods)**Chapter 23**Investigate storage methods for 15 consumer products**Chapter 16.3**Prepare a requisition to acquire a purchase order**Chapter 24**Research real-time inventory systems and just-in-time inventory systems and prepare a word processed report on the advantages and disadvantages of eachDECA Role PlaysUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) –Ch. 21Ch. 22Ch. 23Ch. 24Ch. 16.3 |
| SPRING13-16 | Data - Research | **27.0d APPLY CONCEPTS, SYSTEMS AND TOOLS NEEDED TO MANAGE INFORMATION**27.1d Explore the nature and scope of information management27.2d Describe strategies of information gathering [i.e., Contact Management Systems (CMS)]27.3d Identify technologies used to gather information27.4d Use information analysis techniques27.5d Explore the importance of sales forecasting27.6d Explain the importance of management tools (i.e., 10-year plan, SWOT, employee surveys and customer surveys)27.7d Identify ways that technology impacts business34.4d Conduct market research34.13d Develop a coordinated marketing plan (i.e., promotions, PR, etc.)6.2 Use spreadsheet or presentation software to prepare effective tables and graphs to communicate numerical data for marketing**13.0 DEMONSTRATE ORAL COMMUNICATIONS SKILLS FOR THE MARKETING FIELD**13.1 Conduct formal/informal research to collect appropriate topical information13.2 Use questioning techniques to obtain needed information from an audience13.3 Interpret oral and nonverbal communications of audience13.4 Apply active listening skills13.5 Demonstrate appropriate technologies for a formal presentation in marketing13.6 Prepare and deliver presentations**14.0 DEMONSTRATE WRITTEN COMMUNICATIONS SKILLS FOR THE MARKETING FIELD**14.1 Conduct formal/informal research to collect appropriate topical information14.2 Organize information and develop an outline14.3 Write business communication using appropriate format for the situation14.4 Using appropriate technology, prepare a draft document using established rules for grammar, spelling and sentence construction23.1d Utilize problem-solving techniques23.2d Utilize methods of establishing priorities23.5d Define the communication expectations of the internal and external customer4.3 Practice client communication skills through role plays | **Ch. 2.1**-Explain the basic elements of a marketing plan**Ch. 28.1**-Describe the purpose of marketing research-Explain the characteristics & purposes of a marketing information system-Identify procedures for gathering information using technology**Ch. 28.2**-Identify the methods of conducting marketing research-Discuss trends & limitations in marketing research**Ch. 29.1**-Explain the steps in designing and conducting marketing research-Compare primary & secondary data-Collect & interpret marketing information-Identify the elements in marketing research reports**Ch. 29.2**-Design a marketing research survey-Administer a marketing research survey | **Ch. 2.1**Marketing PlanExecutive SummaryMarketing StrategySales ForecastPerformance standards**Ch. 28.1**Marketing ResearchMarketing Information systemDatabase marketingDatabase**Ch. 28.2**Quantitative researchQualitative researchAttitude researchMarket intelligenceMedia researchProduct research**Ch. 29.1**Problem definitionPrimary dataSecondary dataSurvey methodSampleObservation methodExperimental methodData analysis**Ch. 29.2**ValidityReliabilityOpen-ended questionsForced-choice questions | **How does research influence planning**?What are the different research methods & how do they contribute to the success of a business/ product?How does marketing research provide insight for developing strategies that will increase sales & profits?How are valid & reliable marketing surveys developed? | Develop a comprehensive Marketing Plan.Define a business problem that needs to be researched.Write and administer a survey. (obtain & use primary & secondary data)Analyze research results obtained in the data gathering process.Write a marketing research report on data gathered in administered survey (include recommendations & graphs)DECA Role PlaysUnit Test (vocab) | Marketing Essentials (Glencoe, 2009) -Ch. 2.1Ch. 28Ch. 29Survey Monkey |
| SPRING17-19 | Present Marketing Plans, Review & Final Exam |  |  |  |  |  | Marketing Essentials (Glencoe, 2009) –Ch. 21-32 |