

Seymour Public Schools Curriculum

Grade: 10-12 Principles of Marketing Curriculum

Unit 1: Product, Price, Place, and Promotion

Students will distinguish the roles and potential synergies of Product, Price, Place, and Promotion within the marketing mix. Furthermore students will create their own original advertisement utilizing the 4 P's.

Unit 2: Marketing Strategies

Students will analyze demographic and psychographic target markets in terms of marketing implications. Students will compare differentiation marketing strategies for competitors of similar products. Students will also design and implement market research surveys and analyze their data for potential connections to various groups.

Unit 3: Product Development

Students will break down the different stages of how new products/services are developed. Also, students will invent a new product/service based upon marketing demands and niche opportunities.

Unit 4: The Selling Process

Students will appraise selling strategies for both effectiveness and long-term health of customer/client relationships. Lastly, students will role-play sale pitch scenarios as both clients and customers.

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UNIT 1: Product, Price, Place, and Promotion

Subject: Grade: Time Frame:	Principles of Marketing 10-12 (5 weeks) August-September
CTE Performance Standards	Marketing Education Standards (CTE) <ul style="list-style-type: none"> ● Marketing: Understand the processes and set of institutions for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. ● Product/Service Management: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. ● Promotion: Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
Enduring Understanding	<ol style="list-style-type: none"> 1. Marketing meets customer needs and wants with products, services or ideas that customers can and will buy. 2. There are concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities. 3. Marketing involves setting and adjusting product and service prices to maximize profit and to ensure customer satisfaction. 4. Marketing influences client behavior through communications and promotions.
Essential Questions	<ol style="list-style-type: none"> 1. How do the 4 P's work together? 2. How can I cost effectively market a product? 3. How is the cost of a product determined? 4. What constitutes effective marketing in today's business environment?
Priority Standards	Marketing Education Standards (CTE) <ol style="list-style-type: none"> 11. Describe marketing's role and function in business to facilitate economic exchanges with customers. 12. Describe customer, client, and business behavior and how it motivates decision making. 13. Develop marketing strategies to guide marketing tactics. 16. Explain the role of pricing in marketing. 17. Explain the nature and scope of product and service management. 19. Explain how product-mix strategies can help meet customer expectations. 20. Identify ways products and services can be positioned to acquire a desired business image.

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	<p>21. Explain the nature and scope of promotion. 22. Identify promotional channels used to communicate with targeted audiences. 23. Explain the use of an advertisement's components to communicate with targeted audiences. 24. Describe the use of public-relations activities to communicate with targeted audiences.</p>	
<p>Performance Expectations</p> <p>(Student outcomes)</p>	<p>Students will:</p> <ul style="list-style-type: none"> ● Evaluate the nature, scope and importance of branding in product planning. ● Design product packaging and labeling. ● Describe the nature of the pricing function. ● Determine pricing objectives, policies and strategies. ● Evaluate considerations in setting prices. ● Analyze costs, market trends, and competition to determine selling prices. ● Explain factors affecting pricing decisions. ● Explain the communication process used in promotion. ● Identify the elements of the promotion. ● Compose promotional messages that appeal to targeted markets. ● Describe the nature and scope of the promotion function. ● Develop a promotional plan. ● Film and edit a creative advertisement. 	
<p style="text-align: center;">Strategies/Modes</p> <ul style="list-style-type: none"> ● Group discussions and debates ● Reciprocal learning and teaching ● Flexible grouping ● Use of oratory, visual, kinesthetic, and note taking teaching methodologies ● Student presentations ● Cooperative learning ● Student choice 	<p style="text-align: center;">Materials/Resources</p> <ul style="list-style-type: none"> ● Internet ● Teacher generated materials ● Doritos' "Crash The Superbowl" ● deca.org ● Digital recording devices ● iMovie and other video editing software ● Google for Education ● Assorted products 	<p style="text-align: center;">Suggested Assessments</p> <ul style="list-style-type: none"> ● Project: Design the packaging of a cereal box ● Project: Develop, film, and edit a 30 second advertisement ● Quiz: Determine the significant P in an advertisement ● Whole class discussion ● Discover effective local guerilla marketing ● Case studies on current 4P exemplars

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UNIT 2: Marketing Strategies

Subject:	Principles of Marketing
Grade:	10-12
Time Frame:	(5 weeks) October - November
CTE	Marketing Education Standards (CTE)
Performance Standards	<ul style="list-style-type: none"> Marketing: Understand the processes and set of institutions for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing-Information Management: Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. Promotion: Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
Enduring Understanding	<ol style="list-style-type: none"> Markets can be segmented by geographic location, demographic characteristics, psychographics, product usage, and benefits derived. The three common positioning strategies revolve around consumer perceptions, competitors in the market place, and changes in the business world. Critical examination and evaluation of data is essential to making informed decisions. Choose target markets based on which segment or segments present the best marketing opportunities and develop an effective marketing mix to appeal to them.
Essential Questions	<ol style="list-style-type: none"> What are the advantages and disadvantages of market segmentation when compared to mass marketing? Why is it necessary for a business to target consumers that it can communicate with effectively? What are the common bases for positioning? What benefits do consumers derive from competition among businesses?
Priority Standards	Marketing Education Standards (CTE) <ol style="list-style-type: none"> Identify ways to create positive relationships with customers to enhance a company's image. Determine ways to reinforce a company's image to exhibit the company's brand promise. Explain the nature and scope of marketing-research activities. Explain marketing-research design considerations and evaluate their appropriateness for researching problems and issues.

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	<p>9. Describe data-collection methods and evaluate their appropriateness for researching problems and issues. 14. Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI). 15. Use marketing information to develop a marketing plan. 20. Identify ways products and services can be positioned to acquire a desired business image. 22. Identify promotional channels used to communicate with targeted audiences. 23. Explain the use of an advertisement's components to communicate with targeted audiences. 24. Describe the use of public-relations activities to communicate with targeted audiences.</p>	
<p>Performance Expectations</p> <p>(Student outcomes)</p>	<p>Students will:</p> <ul style="list-style-type: none"> ● Conduct market survey research. ● Analyze the results of marketing data. ● Deconstruct a product's target market by analyzing its marketing mix. ● Describe how markets can be segmented by geographic location, demographic characteristics, psychographics, product usage, and benefits derived. ● Explain the various bases for positioning a product to distinguish it from the competition. ● Describe common positioning strategies. ● Describe the benefits of competition to consumers. ● Describe how market segments are defined. ● Promote the same product to two distinct target markets. 	
<p style="text-align: center;">Strategies/Modes</p> <ul style="list-style-type: none"> ● Group discussions and debates ● Reciprocal learning and teaching ● Flexible grouping ● Use of oratory, visual, kinesthetic, and note taking teaching methodologies ● Student presentations ● Cooperative learning ● Student choice 	<p style="text-align: center;">Materials/Resources</p> <ul style="list-style-type: none"> ● Internet ● Teacher generated materials ● Google Forms ● Smart phones/Tablets ● deca.org ● Digital recording devices ● iMovie and other video editing software ● Google for Education ● Assorted products 	<p style="text-align: center;">Suggested Assessments</p> <ul style="list-style-type: none"> ● Project: Common Craft style video deconstructing a company's target market ● Project: Create, implement, and analyze a market research study ● Quiz: Promote the same product to two distinct target markets ● Quiz: Reposition an end-cycle/declining product ● Whole class discussions

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UNIT 3: Product Development

Subject: Grade: Time Frame:	Principles of Marketing 10-12 (6 weeks) November-December
CTE Performance Standards	Marketing Education Standards (CTE) <ul style="list-style-type: none"> ● Product/Service Management: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. ● Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer.
Enduring Understanding	<ol style="list-style-type: none"> 1. New product development steps are idea development, idea screening, strategy development, financial analysis, product development and testing, and product marketing. 2. Marketers keep the focus on consumers during product development by gathering information, designing strategies, and testing marketing mixes with their needs in mind. 3. Steps of product design process are the product design process are the basic product, product enhancements, and extended product. 4. Marketing affects business by giving them the means of defining and understanding customers' need so they can develop products that satisfy those needs.
Essential Questions	<ol style="list-style-type: none"> 1. Why does product development involve so many decisions? 2. What are the steps of the product design process? 3. What is the fundamental distinction between a product and a service? 4. Why is it important to understand the product classification of a product during its development? 5. Why is the service industry growing in the United States?
Priority Standards	Marketing Education Standards (CTE) <ol style="list-style-type: none"> 8. Explain marketing-research design considerations and evaluate their appropriateness for researching problems and issues. 9. Describe data-collection methods and evaluate their appropriateness for researching problems and issues. 17. Explain the nature and scope of product and service management.

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	20. Identify ways products and services can be positioned to acquire a desired business image.		
Performance Expectations (Student outcomes)	Students will: <ul style="list-style-type: none"> ● Analyze specific industries for under-met niche markets. ● Invent a product/service in response to market demand. ● Describe the role of marketers in keeping the focus on consumers during product development. ● Describe how a simple product be a complex mix of a basic item with assorted features. ● Describe the steps of the design process. ● Explain the importance of product lines, packaging, and brand development. ● Identify and describe consumer markets and what is meant by direct demand. ● Explain the growing importance of services to the US economy. 		
<p style="text-align: center;">Strategies/Modes</p> <ul style="list-style-type: none"> ● Group discussions and debates ● Reciprocal learning and teaching ● Flexible grouping ● Use of oratory, visual, kinesthetic, and note taking teaching methodologies ● Student presentations ● Cooperative learning ● Student choice 	<p style="text-align: center;">Materials/Resources</p> <ul style="list-style-type: none"> ● Internet ● Teacher generated materials ● Arts & Crafts ● 3d Pens/ 3d printers ● Google Forms ● Smart phones/tablets ● deca.org ● Digital recording devices ● iMovie and other video editing software ● Google for Education ➤ Assorted products 	<p style="text-align: center;">Suggested Assessments</p> <ul style="list-style-type: none"> ● Project: Invent a new product/service in response to unmet market demands and create both a prototype and comprehensive marketing campaign for its product launch <p><i>Subsets of project may include</i></p> <ul style="list-style-type: none"> -Market analysis and data to prove unmet demand -Identification of competitors and positioning strategy -Develop multiple prototype for consumer feedback -Create promotions across multiple channels -Board room style pitch of product 	

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UNIT 4: Sales

Subject: Grade: Time Frame:	Principles of Marketing 10-12 (3 weeks) January
CTE Performance Standards	Marketing Education Standards (CTE) <ul style="list-style-type: none"> ● Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer. ● Channel Management: Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.
Enduring Understanding	<ol style="list-style-type: none"> 1. Effective selling strategies respond to client needs and wants through planned, personalized communication that influences purchase decisions and ensures satisfaction. 2. Personal selling is person to person communication with potential customers to inform, persuade, or remind them to purchase an organization's products or services. 3. Sales promotions are activities or materials that offer consumers a direct incentive to buy a good or service.
Essential Questions	<ol style="list-style-type: none"> 1. What makes for effective communication? 2. How do the elements in a promotional mix work together? 3. Why do businesses use sales promotions? 4. How do you develop and maintain customer relationships?
Priority Standards	Marketing Education Standards (CTE) <ol style="list-style-type: none"> 3. Resolve customer conflicts to encourage repeat business. 25. Explain the nature and scope of selling. 26. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the client or customer. 27. Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. 28. Identify pre-sales activities to facilitate a sales presentation.
Performance Expectations	Students will: <ul style="list-style-type: none"> ● Conduct mock sale scenarios. ● Pitch boardroom sales presentations.

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(Student outcomes)	<ul style="list-style-type: none"> ● Explain the promotional mix concept and its role in marketing. ● Describe how the communication process works in marketing. ● Define types of communication that are important in marketing. ● Describe the advantages and disadvantages of publicity as types of promotion. ● Explain the advantages and disadvantages of personal selling as a type of promotion. ● Define sales promotion and describe its advantages and disadvantages as a type of promotion. 		
Strategies/Modes	Materials/Resources	Suggested Assessments	
<ul style="list-style-type: none"> ● Group discussions and debates ● Reciprocal learning and teaching ● Flexible grouping ● Use of oratory, visual, kinesthetic, and note taking teaching methodologies ● Student presentations ● Cooperative learning ● Student choice 	<ul style="list-style-type: none"> ● Internet ● Teacher generated materials ● deca.org ● Scripted sales scenarios ● Digital recording devices ● Google for Education ● Assorted products 	<ul style="list-style-type: none"> ● Role play sales scenarios (deca.org) ● Mock Black Friday mall stores ● Creative sales competitions ● Written sales pitches 	