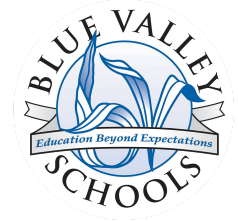


Marketing: Branding & Selling



UNIT 1: General Marketing

ESSENTIAL QUESTION

BIG IDEAS

What is marketing?

Students will:

- Understand foundational knowledge of marketing
- Evaluate how marketing adds value to a business and to the consumer

GUIDING QUESTIONS

- **Content**
 - What is the concept of marketing and how it relates to business?
 - What are the marketing mix, functions of marketing, and marketing utilities?
 - What are the basic elements of a target market?
- **Process**
 - How does marketing integrate within all functions of an organization?
 - How do the components of the marketing mix work together?
 - How does a company determine their target market?
- **Reflective**
 - Why does marketing add value?

FOCUS STANDARDS

- **Benchmark 1.0: Marketing**
 - 1.1: Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.
 - 1.2: Explain marketing and its importance in a global economy.
 - 1.3: Describe marketing functions and related activities.
 - 1.5: Identify sources of competitive advantages.
 - 1.6: Analyze the components of the consumer decision-making process.
 - 1.7: Identify the types of consumer buying decisions and discuss the significance of consumer involvement.
 - 1.11: Identify the marketing mix elements (product, price, place, and promotion - also known as the 4P's of the marketing mix)
 - 1.12: Explain how to identify target markets.
 - 4.1: Explain the nature and scope of the pricing function.
 - 4.5: Explain the nature and scope of the pricing function.
 - 11.1: Explore career opportunities in marketing.

Marketing: Branding & Selling

UNIT 2: Branding

ESSENTIAL QUESTION

What influences your buying decisions?

BIG IDEAS

Students will:

- Determine the characteristics of effective branding
- Identify why and how companies protect their brands
- Investigate their own personal brand

GUIDING QUESTIONS

- **Content**
 - What makes a brand name?
 - What are the characteristics of a brand's image and brand promise?
 - What branding strategies are commonly used by businesses?
- **Process**
 - How does branding impact decisions (consumer or company)?
 - How does intellectual property protect a brand?
- **Reflective**
 - Why are some brands more effective than others?
 - Why is your online presence a key component of your personal brand?

FOCUS STANDARDS

- **Benchmark Branding**
 - 7.5: Explain the nature of product/service and corporate branding
 - 11.3: Explore the online presence and personal brand of oneself (i.e. the student)
 - 11.4: Explore job and career options in relation to developing the student's IPS, personal interest, financial goals and desired lifestyle.
- **Digital Marketing**
 - 1.3: Explore branding as it relates to a business and influence on consumers.
 - 7.0: Understand the importance of brand image
 - 7.1: Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology.
 - 7.2: List the characteristic of a good brand image/
 - 7.3: Explain how branding helps consumers and marketers differentiate products.
 - 7.4: Explain the difference between brand name and trade name.
 - 7.5: List the stage of brand loyalty
 - 7.6: Explain the advantage and disadvantages of business and product branding

- 7.7: Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology.

Marketing: Branding & Selling

UNIT 3: PROFESSIONAL SELLING

ESSENTIAL QUESTION

How do you make a sales pitch?

BIG IDEAS

Students will:

- Identify the steps of the selling process
- Learn how to tailor a sales presentation to a specific audience
- Develop a professional sales presentation

GUIDING QUESTIONS

- **Content**
 - What are the steps of the selling process?
 - What is a feature/benefit chart?
 - What are the attributes/traits of a successful salesperson?
- **Process**
 - How is a sales pitch tailored to customer needs & wants?
 - How are features and benefits used to sell a product/service?
 - How does a sales executive utilize product/service knowledge to overcome objections?
- **Reflective**
 - Why is knowing your customer imperative?
 - Why are some sales professionals more successful than others?

FOCUS STANDARDS

- 7.0 Customer Relations
 - 7.1: Explain the nature of positive customer relations
 - 7.3: Adapt communication to the cultural and social differences among clients
 - 7.4: Interpret business policies to customers/clients
- 8.0 Selling
 - 8.1: Explain the nature and scope of the selling function and process.
 - 8.2: Explain the role of customer service as a component of selling relationships.
 - 8.3: Explain the key factors in building a clientele.
 - 8.5: Explain business ethics in selling.
 - 8.6: Describe the use of technology as the selling function
 - 8.8 Acquire product information for use in selling
 - 8.9: Analyze product information to identify product features and benefits.
 - 8.10: Determine customers/client needs.
 - 8.11: Recommend specific product.

Marketing: Branding & Selling

UNIT 4: Product/Service Management

ESSENTIAL QUESTION

How does research influence new ideas or change?

BIG IDEAS

Students will:

- Identify the stages of the product life cycle
- Recognize the need for market research
- Utilize marketing data to develop new products/services or enhance existing ones.

GUIDING QUESTIONS

- **Content**
 - What are the stages in the product life cycle?
 - What are the various types of market research?
 - What is involved in developing/managing a new/existing product/service?
- **Process**
 - How does a product's location in the life cycle impact the management of the product/service?
 - How do you determine which type of research should be conducted?
 - How can marketing data drive product/service management decisions?
- **Reflective**
 - Why do companies need to continually monitor their product/service life cycle?
 - Why do companies invest in market research?

FOCUS STANDARDS

- 3.0 Marketing Information Management
 - 3.1: Describe the need for marketing information.
 - 3.2: Explain the nature and scope of the marketing information management function
 - 3.5: Explain the nature of marketing research
 - 3.7: Describe options businesses use to obtain marketing-research
 - 3.8: Describe the data-collection methods (e.g., observation, mail, telephone, internet, discussion groups, interviews, scanners).
 - 3.9: Explain techniques for processing marketing information
- 5.0 Product/Service Management
 - 5.1: Explain the nature and scope of the product/service management function.
 - 5.2: Identify the impact of product life cycles of marketing decisions.
 - 5.3: Describe the use of technology in the product/service management function.
 - 5.6: Explain the concept of product mix.

- 5.7: Describe factors used by marketers to position products/services.
- 10.0 Marketing Analytics
 - 10.1: Explain the terminology and tools of marketing analytics
 - 10.3: Understand the importance of using data when making decisions in marketing.