

Marketing Management

UNIT 1: School-Based Enterprise Orientation



ESSENTIAL QUESTION

BIG IDEAS

What makes a business successful?

Students will:

- Learn how to manage the day-to-day activities of a business.
- Investigate the traits of an effective team.
- Discuss the professional and ethical standards in running a business.

GUIDING QUESTIONS

- **Content**
 - What are the day-to-day tasks of each line?
 - What are the work shift expectations for each employee?
 - What is the required paperwork needed to complete tasks?
 - What technology is necessary to run a small business? (POS, Website, Social Media, Spreadsheets, etc.)
- **Process**
 - How is training conducted and how should effectiveness be monitored?
 - How can a personality assessment lead to stronger staff and customer relationships?
 - How should students be evaluated in the school-based enterprise?
- **Reflective**
 - Why is it critical to follow policies and procedures for business success?
 - Why is it necessary to follow-up with employees where there is a gap between training and performance?

FOCUS STANDARDS

- 1.3: Implement organizational skills to work efforts.
- 1.4: Determine internal/external resource requirements and responsibilities for projects.
- 1.5: Analyze the impact of technology on marketing.
- 1.6: Use software to automate services.
- 1.7: Determine types of technology needed by company/agency
- 1.12: Assess marketing-information needs.

- 1.13: Identify issues and trends in marketing-information management systems.
- 1.23: Prepare and use presentation software to support reports.
- 1.34: Understand social responsibility.
- 1.48: Explain security considerations in marketing management.
- 1.55: Understand responsibilities in marketing to demonstrate ethical/legal behavior.
- 1.56: Explain the need for professional and ethical standards in marketing.
- 1.57: Explain the responsibility of individuals to apply ethical standards in marketing.
- 1.58: Explain consequences of unprofessional and/or unethical behavior in marketing.
- 1.59: Discuss legal ramifications of breaching rules and regulations.
- 1.60: Explore the nature of marketing management.
- 1.65: Develop departmental structure

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UNIT 2: Market Segmentation and Pricing



ESSENTIAL QUESTION

BIG IDEAS

Who is the customer and what are they willing to spend?

Students will:

- Identify the various customer segments within a school environment.
- Determine appropriate pricing strategies based on cost, break-even, and necessary profit-margins.
- Understand how pricing affects a businesses overall profits.

GUIDING QUESTIONS

- **Content**
 - What are the different customer segments within reach?
 - What are the pricing strategies utilized by the business?
 - What documentation can be used to determine pricing? (Invoice, Sales Reports, Break-Even Spreadsheets, ADR)
- **Process**
 - How can employees monitor profit margins and adjust as needed?
 - How do different segments vary in their wants and needs?
 - How does setting a price positively or negative impact overall profit?
- **Reflective**
 - Why is understanding the customer critical to running a successful business?
 - Why does pricing affect every department (line) within a business?

FOCUS STANDARDS

- 1.14: Identify industry/economic trends that will impact business activities.
- 1.15: Analyze market needs and opportunities.
- 1.16: Anticipate market change.
- 1.18: Estimate market share.
- 1.24: Prepare written reports for decision-making.
- 1.25: Determine cost of product.
- 1.26: Calculate break-even point.
- 1.27: Establish pricing objectives.

- 1.28: Select pricing policies.
- 1.29: Determine discounts and allowances that can be used to adjust base prices.
- 1.30: Set prices.
- 1.31: Adjust prices to maximize profitability.
- 1.32: Evaluate pricing decisions.
- 1.33: Determine price sensitivity.
- 1.52: Track invoices.
- 1.53: Track marketing budgets.
- 1.54: Adjust marketing budget in response to new market opportunities.
- 1.67: Assess changes in price structure.

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UNIT 3: Strategic Planning

ESSENTIAL QUESTION

BIG IDEAS

How does a business plan for success?

Students will:

- Develop a comprehensive promotional plan.
- Conduct market research.
- Design and implement strategic marketing initiatives.

GUIDING QUESTIONS

- **Content**
 - What are the key components of a successful promotional mix?
 - What colors and schemes add value to brands and marketing strategies?
 - What type of information can be obtained through market research?
- **Process**
 - How is market research utilized to develop a successful strategy?
 - How is brand identity established?
 - How do businesses evaluate the success of a promotion or advertisement?
- **Reflective**
 - Why is it important to track current marketing trends and anticipate new market opportunities?
 - Why does strategic planning add value to your business?

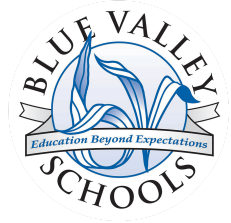
FOCUS STANDARDS

- 1.2: Measure cost-effectiveness of marketing expenditures.
- 1.12: Assess marketing-information needs.
- 1.16: Anticipate market change.
- 1.19: Conduct customer-satisfaction studies.
- 1.20: Predict brand share.
- 1.21: Conduct brand audit
- 1.22: Display data in charts, graphs, or in tables.
- 1.23: Prepare and use presentation software to support reports.
- 1.24: Prepare written reports for decision-making.
- 1.35: Develop communications objectives.

- 1.36: Develop promotional-mix activities.
- 1.37: Develop advertising plans to achieve communications objectives.
- 1.38: Develop a sales promotion plan to achieve communications objectives.
- 1.39: Develop public relations/publicity plan to achieve communications objectives.
- 1.40: Understand design awareness principles used in advertising layouts to be able to communicate needs to designers.
- 1.41: Discuss the use of illustrations in advertisements.
- 1.42: Discuss the nature of typography.
- 1.43: Describe effective advertising layouts.
- 1.44: Identify types of drawing media.
- 1.45: Explain the impact of color harmonies on composition.
- 1.46: Describe digital color concepts.
- 1.47: Determine client needs and wants through planned, personalized communication.
- 1.50: Develop an operational plan of marketing activities/initiatives.
- 1.51: Develop promotional items, graphics, letterhead, logos.
- 1.60: Explore the nature of marketing management.
- 1.66: Develop strategic marketing.
- 1.70: Monitor market innovation.

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UNIT 4: Product/Service Management



ESSENTIAL QUESTION

BIG IDEAS

How do ideas become products/services?

Students will:

- Evaluate products/services to align with business goals.
- Implement product development strategies.
- Develop a successful product mix.

GUIDING QUESTIONS

- **Content**
 - What products or services are demanded by the target market?
 - What is the vendor selection process?
 - What information do we need to stay ahead of market trends?
- **Process**
 - How does a business' product mix impact business growth?
 - How does the business get products to the end user?
 - How can a business analyze customers' wants and needs based on purchase data?
 - How does a business predict market trends?
- **Reflective**
 - Why is a product or service successful?
 - Why is it important to consistently improve products?

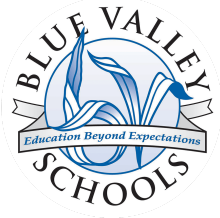
FOCUS STANDARDS

- 1.1: Determine product-line profitability
- 1.2: Measure cost-effectiveness of marketing expenditures.
- 1.8: Establish distribution points.
- 1.9: Develop performance standards for suppliers.
- 1.10: Develop new channels for products/services.
- 1.11: Identify channel-management strategies.
- 1.14: Identify industry/economic trends that will impact business activities.
- 1.15: Analyze market needs and opportunities.
- 1.17: Determine current market position.

- 1.23: Prepare and use presentation software to support reports.
- 1.24: Prepare written reports for decision-making.
- 1.68: Analyze product needs and opportunities.
- 1.69: Develop product search methods.
- 1.71: Create a product/brand development plan.
- 1.72: Plan product/brand lifecycle.
- 1.73: Develop new-product launch plan.
- 1.74: Coordinate product launches.
- 1.75: Evaluate product mix.
- 1.76: Conduct product/brand audit.

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UNIT 5: Career Exploration and CTSO Involvement in Marketing Management



ESSENTIAL QUESTION

Where do you see yourself in ten years and how can career exploration and CTSO involvement help you to succeed?

BIG IDEAS

Students will:

- Identify the various careers available in a business career.
- Develop employability skills.
- Explore the benefits of membership, leadership, and competition in a school CTSO: BPA, DECA, or FBLA.

GUIDING QUESTIONS

- **Content**
 - What post-secondary business career opportunities exist?
 - What are the benefits of joining a CTSO?
 - What college/training would best prepare students for the future?
- **Process**
 - How can opportunities in marketing and business be identified?
 - How can an Integrated Marketing Campaign be taken into competition?
- **Reflective**
 - What area of business are students interested in?
 - How can a real business experience prepare students for other careers?

FOCUS STANDARDS

- 1.49: Participate in cross-functional projects.
- 1.61: Explore career opportunities in marketing management.
- 1.62: Identify services of professional organizations in marketing.
- 1.63: Complete a job application portfolio.
- 1.64: Research on education needed in advance.
- 1.77: Demonstrate application of technical skills and employability skills.
 - Communication skills - the ability to exchange information and ideas with others through writing, speaking, reading and listening.
 - Analytical skills - the ability to derive facts from data, findings from fact, conclusions from findings, and recommendations from conclusions.
 - Critical thinking/problem solving skills.
 - Production skills - the ability to take a concept from an idea to make it real.
 - Teamwork - the ability to plan, organize and conduct a group project.
 - The ability to plan, implement, and evaluate group presentations.
 - Priorities/time management - the ability to determine priorities and manage time commitments and deadlines.
 - Understand the economic impact of marketing activities.