

MARKETING I

COURSE NUMBER: 7610

JUNE 30, 2009

COURSE TITLE

Course Description:

Marketing I is a program designed for students who may have an interest in pursuing their studies in the fields of marketing, merchandising, management, and entrepreneurship. The program is available for students in their junior and senior years. Students enrolled in this program have the opportunity to apply their marketing competencies to an international organization for marketing students, DECA. This organization encourages students to evaluate their marketing competencies in DECA's competitive events program. Students can obtain further information about the competitive events through National DECA's website: DECA.org.

Grade Level:

11th and 12th Grades

Length of Course:

Frequency: 6 days per 6 day cycle

Duration: 44 minutes

Length: full year course

Credits 1

Prerequisites:

None

Textbook:

Marketing Essentials: Copyright 2009 and Entrepreneurship Ideas in Action: Copyright 2004

Expected Level of Achievement:

Students will be required to maintain a 70% or better. They will be required to come to class prepared to learn.

93-100% = A

85-92% = B

77-84% = C

70-76% = D

Below 70% = F

Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	DECA
Key Learning(s):	Competitive Events Program
Essential Question(s):	How do the competitive events meet the goals of the marketing curriculum?
Vocabulary:	DECA, CBCE, delegate, individual series events, chapter team events, marketing research events, social intelligence, leadership development, civic consciousness, vocational understanding
Grade Level:	11 th and 12 th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
	DECA'S Competitive Events Program	<p>The student will develop an understanding of the purposes and rationale for DECA's Competitive Events Program.</p> <p>The student will further develop communication skills through the events program as well as analytical, critical thinking, and time-management skills.</p> <p>The student will validate their marketing knowledge in a written and performance test related to a specific marketing category.</p> <p>The student will plan, organize, implement and evaluate a marketing campaign for the chapter written events program.</p> <p>The student will select a company and conduct research in preparation of the marketing research events.</p> <p>The student will develop a seasonal sales promotion campaign in preparation of the fashion merchandising event.</p> <p>The student will prepare an advertising campaign for a company in preparation of the advertising campaign event.</p>	<p>Research DECA's competitive events: Lab assignment.</p> <p>Assess student performance of an individual written event.</p> <p>Assess student performance of a role-play.</p> <p>Assess student performance of a 30 page written marketing research event.</p> <p>Assess student performance of a 30 page written chapter project.</p>	<p>DECA's Guide to Competitive Events</p> <p>Text: Marketing Essentials Copyright: 2009 PA DECA Handbook</p> <p>National DECA's website www.deca.org</p> <p>PA DECA's website www.padeca.org</p> <p>Supplemental material from National DECA</p> <p>Classroom resources</p> <p>Writing Lab</p>

		<p>The students will utilize business leaders to assist in the development of their written events.</p> <p>The student will participate in the district, state, and international levels of competition for marketing students.</p> <p>The student will participate in a leadership conference for marketing students. (DECA officers only)</p> <p>The student will participate in recruiting students to the marketing program through presentations given to the Driver's Ed Program.</p>	<p>Assess student performance of a fashion and advertising written project.</p> <p>Evaluate a creative business challenge presented by The Apprentice.</p>	National DECA DVD's
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	The Foundations of Marketing
Key Learning(s):	An overview of the marketing process
Essential Question(s):	What is the definition of marketing?
Vocabulary:	Marketing, goods/services, marketing concept, utility, marketing functions, market share customer profile, marketing mix, Chamber of Commerce
Grade Level:	11 th and 12th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. I. N.B.E. IV.	Foundations of Marketing Marketing Mix	<p>The student will define marketing.</p> <p>The student will list the seven marketing core functions.</p> <p>The student will understand the marketing concept.</p> <p>The student will analyze the benefits of marketing</p> <p>The student will describe market share.</p> <p>The student will define target market.</p> <p>The student will list the four components of the marketing mix.</p> <p>The student will participate in a role-play scenario.</p>	<p>Assess student performance by completing the graphic organizer.</p> <p>Assess student performance by completing worksheets from the student activity workbook.</p> <p>Assess student performance by evaluating a role-play scenario through DECA's competitive events program.</p> <p>Assess student performance through a written test.</p>	<p>Text: Marketing Essentials: Copyright 2009</p> <p>Student Activity Workbook: Marketing Essentials</p> <p>DECA's Competitive Events Program</p> <p>Food Service Department</p> <p>Power Point Projector</p>

			<p>Project: Unit 1: Marketing Your Business. Presentations to an audience that stimulates a luncheon held by members of the Chamber of Commerce.</p>	
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	The Foundations of Marketing
Key Learning(s):	The Marketing Plan
Essential Question(s):	What are the elements of a marketing plan?
Vocabulary:	SWOT Analysis, environmental scan, marketing plan, market segmentation, demographics, disposable income, discretionary income, psychographics, mass marketing
Grade Level:	11 th and 12 th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. III. N.B.E. VI.	External Factors Marketing Plan	<p>The student will be able to conduct a SWOT Analysis.</p> <p>The student will list three key areas of an internal company analysis.</p> <p>The student will identify the factors involved in an environmental scan.</p> <p>The student will explain the concept of market segmentation.</p> <p>The student will differentiate between mass marketing and market segmentation.</p> <p>The student will be able to analyze the marketing strategies used by several companies.</p>	<p>Assess student performance by completing the graphic organizer.</p> <p>Assess student performance by completing student activity worksheets.</p> <p>Assess student performance through a pre-test.</p> <p>Assess student performance through a written test.</p> <p>Project: Conduct a SWOT Analysis for NASCAR</p>	<p>Text: Marketing Essentials. Copyright 2009.</p> <p>Student Activity Workbook: Marketing Essentials.</p> <p>Marketing Internship Projects: Marketing Essentials.</p> <p>Supplemental articles on NASCAR</p> <p>Computer Lab: Project (NASCAR)</p> <p>View Video: NIKE</p>

			<p>Assess student performance through power point presentations.</p> <p>Assess student performance by completing a SWOT Analysis on NIKE</p>	
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Economics and Marketing
Key Learning(s):	The principles of economic and political systems.
Essential Question(s):	Why is marketing necessary in a free market economy?
Vocabulary:	Economy, resources, factors of production, infrastructure, entrepreneurship, traditional/market/command economies, productivity, GDP, GNP, business cycle, expansion, recession, depression, recovery
Grade Level:	11 th and 12 th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. III.	External Factors	<p>The student will describe the concept of an economy.</p> <p>The student will explain the concept of scarcity.</p> <p>The student will discuss how traditional, market, command, and mixed economies answer the three basic economic questions.</p> <p>The student will cite examples of various economic systems.</p> <p>The student will list the goals of a healthy economy.</p> <p>The student will explain how an economy is measured.</p> <p>The student will analyze the key phases of the business cycle.</p> <p>The student will research the marketing strategies used by a company during a period of economic slowdown.</p>	<p>Assess student performance through the completion of a graphic organizer.</p> <p>Assess student performance through student workbook activities.</p> <p>Assess student performance by researching a company such as Starbucks/Target</p> <p>Assess student performance through a role-play scenario presented through DECA's Competitive Events</p>	<p>Textbook: Marketing Essentials. Copyright 2009</p> <p>Student Activity Workbook; Marketing Essentials</p> <p>CBS Evening News: (Video segment) Katie Couric interviews CEO of Starbucks.</p> <p>Supplemental articles on Starbucks.</p> <p>Computer Lab: Project/Starbucks/Target</p>

			<p>Program.</p> <p>Assess student performance with written test.</p>	<p>DECA's Competitive Events.</p>
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Legal Issues
Key Learning(s):	Understanding the role of government in regulating businesses and protecting consumers.
Essential Question(s):	What is the government's role in regulating businesses and protecting consumers?
Vocabulary:	FDA, EEOC, OSHA, SEC, EPA, FTC
Grade Level:	11 th and 12 th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. III.	External Factors	<p>The student will explain the role of government in a free enterprise system.</p> <p>The student will identify federal regulatory agencies and laws that protect consumers, workers, investors, and the environment.</p> <p>The student will provide examples of the impact of government on business.</p> <p>The student will review the strategies used by a company to enforce safety regulations in their workplace.</p>	<p>Assess student performance of a completed graphic organizer</p> <p>Assess student performance of student workbook activities.</p> <p>Assess student performance of written test.</p>	<p>Text: Marketing Essentials: Copyright 2009.</p> <p>Student Workbook Activities: Marketing Essentials.</p> <p>OSHA Video and PowerPoint</p> <p>Articles: Sheetz Training Program and Safety Award.</p>

Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Social Responsibility and Ethics
Key Learning(s):	Business and individual responsibilities in creating an ethical workplace, product and marketplace.
Essential Question(s):	How relative is the topic of business ethics in today's society?
Vocabulary:	Ethics, social responsibility, green marketing, BBB, price gouging, whistle blowing, AMA
Grade Level:	11 th and 12th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. I.	Foundations of Marketing	<p>The student will provide examples of business 's social responsibilities.</p> <p>The student will explain the concept of business ethics.</p> <p>The student will apply guidelines for ethical behavior.</p> <p>The student will review several case students focusing on ethical dilemmas and will provide recommendations for solving the dilemmas.</p> <p>The student will view a documentary focusing on an ethical issue.</p> <p>The student will view a segment from 60 Minutes to decide whether the company was acting socially responsible.</p> <p>The student will continue to develop the Community Service Project that represents our chapter showing our level of social responsibility.</p>	<p>Assess student performance by completing the graphic organizer.</p> <p>Assess student performance by completing student workbook activities.</p> <p>Assess student performance by developing a PowerPoint to support the ethical dilemmas presented.</p> <p>Assess student performance by participating in the 3rd Annual ETHICAL</p>	<p>Text: Marketing Essentials: Copyright 2009.</p> <p>Student Activity Workbook: Marketing Essentials.</p> <p>Students In Free Enterprise (SIFE) Messiah College</p> <p>Documentary presented by Dateline: Jason Blair/Reporter for the New York Times.</p> <p>Documentary presented by 60 Minutes: Abercrombie & Fitch</p>

			BUSINESS CHALLENGE held at Messiah College.	Supplemental articles DECA's Competitive Events Guidelines for Community Service Project. DECA's Competitive Event for Business Law & Ethics
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Marketing skills relative to a company's marketing plan.
Key Learning(s):	Focusing on management skills
Essential Question(s):	What are the basic functions of management?
Vocabulary:	Management, vertical/horizontal management, organizing, controlling, mission statement, exit interview
Grade Level:	11 th and 12th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. VI.	Marketing Plan	<p>The student will identify the three functions of management.</p> <p>The student will describe the management techniques used by effective managers.</p> <p>The student will explain how to manage employees properly.</p> <p>The student will review a training program presented by a company.</p> <p>The student will review the marketing internship activity presented at the end of the chapter.</p>	<p>Assess student performance of a completed graphic organizer.</p> <p>Assess student performance of student workbook activities.</p> <p>Assess student performance by developing research on a company's current training program.</p> <p>Assess student performance of written test.</p>	<p>Text: Marketing Essentials: Copyright 2009.</p> <p>Student Activity Workbook: Marketing Essentials.</p> <p>DECA Guide: Marketing Research topic: Assessing a company's training program.</p> <p>Supplemental articles on training programs.</p>

Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Marketing Your Business
Key Learning(s):	Developing Promotional Strategies and Concepts
Essential Question(s):	How significant is promotion to a company's marketing plan?
Vocabulary:	Promotion, promotional mix, marketing mix advertising, publicity, sales promotion, public relations
Grade Level:	11 th and 12th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. IV.	Marketing Mix	<p>The student will explain the role of promotion in business and marketing.</p> <p>The student will identify elements of the promotional mix.</p> <p>The student will identify elements of the marketing mix with emphasis on promotion.</p> <p>The student will describe the advantages and disadvantages of various kinds of promotion, including television, radio, newspaper, outdoor advertising and personal selling.</p> <p>The student will describe the importance of developing written short-term, medium-term, and long-term goals to guide product, distribution, price, and promotion decisions.</p> <p>The student will view a creative business challenge that utilizes outdoor advertising in promoting Grapenut Trail-mix Cereal.</p> <p>The student will research several marketing and promotional strategies used by Pepsi and Coca-Cola over the years.</p> <p>The students will research the significance of Super Bowl Sunday and evaluate the ingredients used in developing a winning commercial.</p> <p>The students will view a documentary that portrays the marketing strategies used by Mattel to market the Barbie Doll.</p> <p>The students will develop a promotional campaign that will to extend the life of the Barbie Doll even further.</p> <p>The students will participate in a classroom activity that</p>	<p>Assess student performance of a graphic organizer.</p> <p>Assess student performance of study guides.</p> <p>Assess student performance of written test.</p> <p>Assess student performance of Pepsi and Coca-Cola Projects.</p> <p>Assess student performance of power point presentations.</p>	<p>Entrepreneurship: Ideas in Action 2004</p> <p>Student Activity Workbook: Entrepreneurship.</p> <p>Marketing Essentials: Copyright 2009</p> <p>Video: The Apprentice</p> <p>Videos: The History and Development of Pepsi and Coca-Cola.</p> <p>DVD's created by students of Pepsi and Coca-Cola.</p> <p>Videos: Commercials</p>

		commemorates the 50 th plus birthdays of the Barbie Doll.	Assess student performance of the Barbie Project. Assess student performance of the advertising and public relations projects.	shown on Super Bowl Sunday with emphasis on the winning ingredient. Documentary: The Secret Life of Barbie. DECA Guide: Advertising Campaign and Public Relations.
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Northern York County School District Curriculum

Course Name:	<i>Marketing</i>
Content:	Selling
Key Learning(s):	Recognizing the ultimate goal of the marketing plan is to facilitate sales.
Essential Question(s):	What is the ultimate goal of the marketing plan as it relates to this unit?
Vocabulary:	Benefits, features, suggestion selling, motives, cold canvassing, sales quotas
Grade Level:	11 th and 12 th

Number	Standard	Student Learning Experiences	Procedures for Assessment	Resources
N.B.E. VI.	Marketing Plan	<p>The student will identify the seven steps of the sales process.</p> <p>The student will explain the process and techniques of both retail and business-to-business selling.</p> <p>The student will identify ways to prepare for selling.</p> <p>The student will identify appropriate techniques to initiate a sale and determine customer needs.</p> <p>The student will identify the methods used to handle customer objections during the selling process.</p> <p>The student will explain the significance of suggestion selling.</p> <p>The student will identify the significance of closing the sale.</p>	<p>Assess student performance of the completion of the graphic organizer.</p> <p>Assess student workbook activities.</p> <p>Assess student performance of written test.</p>	Text: Marketing Essentials: Copyright 2009.