

Time	ESSENTIAL QUESTIONS	CONTENT (CHAPTER/UNIT DESCRIPTION)	SKILLS (STANDARDS/LEARNING OUTCOMES)	MATERIALS /RESOURCES	ASSESSMENTS
3 Days	<ul style="list-style-type: none"> Why take marketing? How do I learn? What will I learn? 	<ul style="list-style-type: none"> Learning styles Marketing in the real world. 	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none"> Understand how they learn Realize how marketing will help them Explain how to utilize the content from the class in all academic areas. 	<ul style="list-style-type: none"> Howard Gardner's Multiple Intelligences Assessment Newsweek Articles Assessment resources Marketing Video 	<ul style="list-style-type: none"> All students will complete multiple intelligences assessment and we will go over results in detail for both student's benefits, as well as for instructor to have hand on pulse of what strategies work best with that audience. Students will answer questions and hold round table discussion based on video content.
7 Days	<ul style="list-style-type: none"> What is marketing? How is marketing more than advertising? What are the foundations of marketing? What is crucial about the marketing mix? What is DECA? 	<p>Chapter 1: Marketing is All Around Us</p> <ul style="list-style-type: none"> Marketing and the Marketing Concept Seven Functions of Marketing Foundations of Marketing The Importance of Marketing Economic Benefits of Marketing Markets and Market Identification Marketing Mix Introduction to DECA and Marketing Role-Plays 	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none"> Define marketing Identify the nine functions of marketing. Define economic utility Name the five economic utilities and distinguish those related to marketing List the benefits of marketing Distinguish customers from consumers and explain why the difference is important Define what constitutes a market. Suggest two basic ways to identify a business's potential customers and market products to them. Describe some of the ways a market can be segmented. Explain how to construct a customer profile. Identify the four P's of the marketing mix and explain how they are used to reach a business's customers. Students will learn what DECA is and the benefits of this international organization. 	<p>Students will complete the following:</p> <p>Ch. 1 Marketing Is All Around Us:</p> <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Role-Play <p>Students will also be introduced to the DECA program and learn the benefits. They will complete the DECA diamond exercise.</p>	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Two-column note taking is introduced and assessed. Graphic Organizers are done as a class activity, so they have a model for future projects. Chapter 1 test assesses vocabulary from Chapter 1 as well as other objective questions. Energy Drink Group Project: "you have been asked to generate creative ideas with regard to the marketing mix for the new product." Students will be introduced to "Benefits of Marketing Role Play," p. 23. Evaluation based on performance indicators.
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7 Days	<ul style="list-style-type: none"> Why is there a need for a marketing plan? How is the SWOT Analysis an effective analytical tool? How do behavioral patterns have to do with marketing? 	<p>Chapter 2: The Marketing Plan</p> <ul style="list-style-type: none"> SWOT Analysis PEST Analysis Elements of a marketing plan Marketing Segmentation Mass Marketing vs. Market Segmentation 	<p>Upon completion, students will be able to:</p> <ul style="list-style-type: none"> Conduct a SWOT Analysis List the three key areas of internal analysis Identify the factors in an environmental scan Explain the elements of a free enterprise system Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation. Explain how Marketers use Consumers' behavioral patterns 	<p>Ch. 2</p> <ul style="list-style-type: none"> Reading Exercise Map Exercise Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Play Dough Activity Role-Play <p>Students will complete a SWOT analysis as a class on Walmart after viewing video.</p>	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Chapter 2 assessment for evaluation of vocabulary and key learning outcomes. Students are given play dough, and are told to create a product from it. In groups, they must create an advertisement and discuss their target market for the product. They are assessed with school wide rubric. Students will take part in the "Marketing Intern Role Play," p. 45. Evaluation based on performance indicators.

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4 Days	<ul style="list-style-type: none"> What is the importance of marketing? What are the principles of marketing? 	Unit 1 The World of Marketing	Upon completion, students will be able to: <ul style="list-style-type: none"> Describe marketing functions and related activities Explain marketing and its importance in a global economy Determine forms of economic utility Explain the concept of competition Identify factors affecting a business's profit Explain the role of business in society. 	<ul style="list-style-type: none"> Chapters 1 and 2 Laptop computers 	<ul style="list-style-type: none"> Conduct a SWOT Analysis for NASCAR project: Research Nascar and its marketing activities. Find target market and prepare presentation. Cereal Project: In groups, you will create cereal targeted to children ages 8-14. Conducting surveys, pricing equations, and creating a prototype are all involved. Unit 1 Book Test
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8 Days	<ul style="list-style-type: none"> How does an economy work? How is an economy measured? What are the differences in political philosophies? Why is the business cycle important? 	Chapter 3: Political and Economic Analysis <ul style="list-style-type: none"> Economic systems Factors of production Market, Traditional and Command Economies Political philosophies Economies and Marketing Economic Indicators 	Upon completion, students will be able to: <ul style="list-style-type: none"> Explain how the infrastructure of a country is related to the factors of production Classify the three broad types of economic systems Cite examples of various political philosophies and explain the differences. Explain how an economy is measured. Analyze the four phases of the business cycle. 	Ch.3 <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Role-Play 	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Two-column note taking is assessed. Chapter 3 assessment for evaluation of vocabulary and key learning outcomes. Using technology in the classroom, students will select a foreign country and compare and contrast that country's economic system with the US economic system. Students will do the "Assistant Manager Role Play," p. 71. Evaluation based on performance indicators.
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3 Days	Midterm Review	Previous Content		<ul style="list-style-type: none"> Midterm Review Questions Jeopardy Review Day 	<ul style="list-style-type: none"> Midterm Exam

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7 Days	<ul style="list-style-type: none"> Why is there a need for interdependence of nations? How are governments involved in international trade? What is the importance of global environmental scans? 	Chapter 4: Global Analysis <ul style="list-style-type: none"> Interdependence Absolute vs. Comparative Advantages Governmental involvement in International Trade Trade Agreements and Alliances Doing Business Internationally Global Environmental Scans Global Marketing Strategies 	Upon completion, students will be able to: <ul style="list-style-type: none"> Explain the interdependence of nations Explain the nature of international trade Discuss the balance of trade List types of trade barriers Explain the different trade agreements the US holds Identify political, economic, socio-cultural, and technological factors that affect international business. Identify global marketing strategies. 	Ch.4 <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Role-Play Students will also look over international advertisements, and read articles about the importance of naming products and their meanings in other languages.	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Chapter 4 test for assessment and evaluation of vocabulary and key learning outcomes. Students will work together on a Diversity Project. They will prepare a three-minute presentation that addresses the impact and value of diversity as well as how diversity affects marketing in a global marketing place. Students will do the "Assistant Buyer Role Play," p. 93. Evaluation based on performance indicators.
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7 Days	<ul style="list-style-type: none"> How does the free enterprise system operate? What is the purpose of supply and demand? Why is there a need for intellectual property rights? Of what significance are small businesses to the US economy? Can non-profit companies compete and survive with for-profit companies? 	Chapter 5: <ul style="list-style-type: none"> The Free Enterprise System Price and Non-price Competition Supply and Demand Intellectual Property Rights Types of Businesses Public, Private and Non-Profit sectors Functions of Business 	<ul style="list-style-type: none"> Identify the basic principles of a free enterprise system. Explain the role competition plays in such a system Discuss the importance of profit to free enterprise. Describe the various roles government plays in our free enterprise system Explain how supply and demand interact to set prices. Distinguish between the public and private sectors List the types of businesses in the industrial market Explain the roles of Marketing, Management, Finance, Accounting, Production and Procurement. 	Ch. 5 <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Role-Play 	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Two-column note taking is assessed. Supply and Demand Pop Quiz- Check on retention from lecture day before. Chapter 5 test for assessment and evaluation of vocabulary and key learning outcomes. Students will take the 100-question Free Enterprise DECA competition test. This will gauge their understanding. Students will choose DECA topic, and begin working on performance indicators. Students will do the "Free Enterprise System Role Play," p. 121. Evaluation based on performance indicators.
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7Days	<ul style="list-style-type: none"> With all other things 	Chapter 12: <ul style="list-style-type: none"> Selling 	<ul style="list-style-type: none"> Define selling and state its goals Explain feature-benefit selling 	Ch. 12 <ul style="list-style-type: none"> Reading Exercise 	<ul style="list-style-type: none"> All exercises will be handed in for evaluation.

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	<p>Teacher</p> <p>remaining the same, is price the most important part of selecting a product or service to purchase?</p> <ul style="list-style-type: none"> What is the purpose of feature-benefit selling? How important are the steps to a sale? 	<p>Sudak</p> <ul style="list-style-type: none"> Customer Buying Motives Customer Decision Making Pre-approach Industry Trends Steps of the Sale Sales Training 	<ul style="list-style-type: none"> Identify sources of product information Discuss how customers make buying decisions. Explain how selling skills can be helpful in careers other than sales. Distinguish different types of sales positions. Identify the characteristics of effective salespeople. List the eight steps of a sale. Explain how salespeople find customers. Describe how the pre-approach is used in industrial and retail sales. 	<p>Grade: 10-12</p> <ul style="list-style-type: none"> Enrichment Exercise Listening Guide Graphic Organizers Internet Activity Exam Role-Play Feature Benefit Project 	<ul style="list-style-type: none"> Chapter 12 test for assessment and evaluation of vocabulary and key learning outcomes. Students will take the 100-question Marketing Area DECA competition test. This will gauge their understanding. Students continue working on DECA performance indicators. Students will do the "Preparing for a sale Role Play," p. 275. Evaluation based on performance indicators. In groups, students will create Feature-Benefit charts, present them to the class, and defend their research, based on rubric provided.
5 Days	<ul style="list-style-type: none"> Why are steps of the sale important? What is the proper way to approach a customer from a sales perspective? How effective are salespeople's methods? How do you determine needs? 	<p>Chapter 13:</p> <ul style="list-style-type: none"> Steps of the Sale Approaching a customer in retail vs. industrial Determining Needs 3 different approaches 	<ul style="list-style-type: none"> Explain the importance and purposes of the approach in the sales process. Describe how industrial sales representatives conduct the initial approach. List the approach methods retail salespersons' use. Explain why determining needs is an essential step in the sales process. Describe three methods used for determining needs. Describe how to refine questioning methods 	<p>Ch. 13</p> <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Outline Graphic Organizers Internet Activity Exam Role-Play 	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Two-column note taking is assessed. Chapter 14 test for assessment and evaluation of vocabulary and key learning outcomes. Students will take the 100-question Marketing Area DECA competition test. This will gauge their understanding. Students will continue with actual DECA competition role-plays. Students will do the "Initiating the sale Role Play," p. 291. Evaluation based on performance indicators.
7 Days	<ul style="list-style-type: none"> Is there a correct selling system or method? What product presentations work? When a customer objects is the sale over? How do 	<p>Chapter 14:</p> <ul style="list-style-type: none"> Product Presentation Making the presentation come alive Holding customer's attention Understanding objections Four-step process for handling objections Specialized methods 	<ul style="list-style-type: none"> State the goal of the product presentation. Describe what to say during the presentation. Identify the techniques that will make for a lively and effective presentation. Distinguish between objections and excuses. Explain why objections should be welcomed in the sales process. Identify the five buying decisions upon which common objections are based. List the four steps involved in handling customer objections. Identify the six specific methods of handling 	<p>Ch. 14</p> <ul style="list-style-type: none"> Reading Exercise Enrichment Exercise Listening Guide Outline Graphic Organizers Internet Activity Exam Role-Play 	<ul style="list-style-type: none"> All exercises will be handed in for evaluation. Students will complete a journal of their own sales experiences over a two week period Chapter 14 test for assessment and evaluation of vocabulary and key learning outcomes. Students will continue actual DECA competition role plays. Students will do the teaching product presentation Role

Teacher Sidak

Grade:

10-12

**salespeople
overcome
objections?**

for handing objections

- **objections.
Demonstrate the use of those methods in a
variety of selling situations.**

Play," p. 311

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6 Days	<ul style="list-style-type: none"> • What is the importance of closing a sale? • How do you get customers to return? • Where does technology lie in relation to the entire sales process? • How do salespeople maintain customer loyalty? 	Chapter 15: <ul style="list-style-type: none"> • Closing concepts and techniques • General rules for closing • Failure to close the sale • Customer satisfaction and retention • Suggestion selling • Customer Relationship Management 	<ul style="list-style-type: none"> • Recognize customer buying signals • List the rules for closing a sale • Demonstrate specialized methods of closing a sale. • Explain why suggestion selling is important. • List the rules for effective suggestion selling. • Demonstrate specialized suggestion selling methods. • Discuss the concept of relationship marketing, and its relation to the sales process. • Summarize the importance of after-sale activities 	Ch. 15 <ul style="list-style-type: none"> • Reading Exercise • Enrichment Exercise • Listening Guide • Outline • Graphic Organizers • Internet Activity • Exam • Role-Play 	<ul style="list-style-type: none"> • All exercises will be handed in for evaluation. • Chapter 15 test for assessment and evaluation of vocabulary and key learning outcomes. • Students will continue actual DECA competition role plays. • Students will do the “closing the sale Role Play,” p. 331.
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5Days	<ul style="list-style-type: none"> • What is necessary in effective communication? • Is communicating just talking? • What is the best method for communicating in business? 	Chapter 8: <ul style="list-style-type: none"> • The Communication Process • Channels of media • Reading • Elements of speech and writing • Telephone speech • Meetings and Parliamentary procedures 	<ul style="list-style-type: none"> • Explain the six primary elements of communication • Describe the arrangements of a business meeting • Use listening skills to improve understanding of messages. • Describe the purposes for speaking. • List basic patterns for organizing a formal speech. • Explain basic considerations for writing. • Explain the importance of understanding others. • Discuss the personal traits that make for more effective relations. • Identify personal skills to master for successful interpersonal relations • Describe the importance of interpersonal relations in marketing. • Explain the importance of teamwork in the business world. 	Ch 8 <ul style="list-style-type: none"> • Role-Play • Exams • Handshake activity • Etiquette Activity • Prepare a Business Letter • Presentation on other countries customs 	<ul style="list-style-type: none"> • All exercises will be handed in for evaluation. • Students will write a persuasive speech and be evaluated based on rubric. • Chapter 8 test for assessment and evaluation of vocabulary and key learning outcomes. • Students will do the “Customer Service Role Play,” p. 195.

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5 days	<ul style="list-style-type: none"> • What trends are evident from research? • How do trends affect the consumer market? • How does the economic system of a country affect the way companies market their products? 	Ch. 28/ Ch. 29 <ul style="list-style-type: none"> • Marketing Research • Marketing Information Systems • Trends in Marketing research • Primary and Secondary Data • Marketing Surveys 	<ul style="list-style-type: none"> • Describe the purpose of marketing research • Explain the characteristics and purposes of a marketing information system • Identify procedures for gathering information using technology • Identify the methods of conducting marketing research • Discuss trends and limitations in marketing research • Explain the steps in designing and conducting marketing research • Compare primary and secondary data • Identify the elements in a marketing research report • Design a marketing research survey • Administer a marketing research survey. 	Chs. 28/29 <ul style="list-style-type: none"> • Role-Play • Reading Exercise • Enrichment Exercise • Listening Guide • Outline • Graphic Organizers 	<ul style="list-style-type: none"> • All exercises will be handed in for evaluation. • Final marketing project. Design a product, conduct research, present product, create 3 different forms of advertising.
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		Final Exam Review Final DECA Preparation	All of the above	Course Curriculum	<ul style="list-style-type: none"> • Final Exam/Project • DECA students graded on Exam, and Role-Play.