

	Quarter 1/3						Quarter 2/4				
	August/January	September/February			October/March		November/April		December/May		
Topic	Marketing Today & Tomorrow	Socially Responsive Marketing	Marketing Begins with Economics	Marketing Basics	Marketing Information & Research	Customers and Marketing	Competition	E-Commerce	Developing a Marketing Strategy & Marketing Plan	Developing Successful Products	Marketing Simulation
Essential Questions	What is Marketing?	What is the impact of marketing?	How does economics play a role in marketing?	How has marketing changed to meet today's standards?	How does a company find and manage marketing information?	What motivates buyers?	How does a company learn of and react to competition?	What is E-Commerce?	How does a company develop a marketing plan?		
Standards/Outcomes	4 3 2 1 0 15. Describe marketing functions and related activities.	4 3 2 1 0 13. Determine ways of reinforcing the company's image through employee performance. 4 3 2 1 0 14. Explain marketing and its importance in a global economy. 4 3 2 1 0 50. Explain warranties and guarantees. 4 3 2 1 0 51. Identify consumer protection provisions of appropriate agencies.	4 3 2 1 0 1. Analyze company resources to ascertain policies and procedures.	4 3 2 1 0 15. Describe marketing functions and related activities. 4 3 2 1 0 17. Explain the nature and scope of channel management. 4 3 2 1 0 18. Explain the relationship between customer service and channel management. 4 3 2 1 0 19. Explain the nature of channels of distribution. 4 3 2 1 0 20. Describe the use of technology in the channel management function. 4 3 2 1 0 21. Explain legal considerations in	4 3 2 1 0 23. Describe the need for marketing information. 4 3 2 1 0 24. Identify information monitored for marketing decision making. 4 3 2 1 0 25. Explain the nature and scope of the marketing information management function. 4 3 2 1 0 26. Explain the role of ethics in marketing-information management. 4 3 2 1 0 27. Describe the use of technology in the marketing-information management function. 4 3 2 1 0 28. Describe the regulation of marketing-	4 3 2 1 0 5. Demonstrate a customer-service mindset. 4 3 2 1 0 6. Reinforce service orientation through communication. 4 3 2 1 0 7. Respond to customer inquiries. 4 3 2 1 0 8. Adapt communication to the cultural and social differences among clients. 4 3 2 1 0 9. Interpret business policies to customers/clients. 4 3 2 1 0 10. Handle difficult customers. 4 3 2 1 0 11. Handle customer/client complaints. 4 3 2 1 0 12. Identify company's brand promise.	4 3 2 1 0 16. Explain employment opportunities in marketing. 4 3 2 1 0 37. Explain the use of descriptive statistics in marketing decision-making. 4 3 2 1 0 38. Explain the concept of marketing strategies. 4 3 2 1 0 39. Explain the concept of market and market identification. 4 3 2 1 0 40. Explain the nature and scope of the pricing function. 4 3 2 1 0 41. Describe the role of business ethics in pricing. 4 3 2 1 0 42. Explain the use of technology in	4 3 2 1 0 72. Describe the use of technology in the selling function 4 3 2 1 0 73. Describe the nature of selling regulations 4 3 2 1 0 74. Acquire product information for use in selling 4 3 2 1 0 75. Analyze product information to identify product features and benefits 4 3 2 1 0 80. Calculate miscellaneous charges 4 3 2 1 0 81. Process special orders 4 3 2 1 0 82. Process telephone orders	4 3 2 1 0 2. Write business letters. 4 3 2 1 0 3. Write information messages. 4 3 2 1 0 4. Write inquiries.	4 3 2 1 0 45. Explain the nature and scope of the product/service management function. 4 3 2 1 0 46. Identify the impact of product life cycles on marketing decisions. 4 3 2 1 0 47. Describe the use of technology in the product/service management function. 4 3 2 1 0 48. Explain business ethics in product/service management. 4 3 2 1 0 49. Describe the uses of grades and standards in marketing.	

				<p>channel management. 4 3 2 1 0 22. Describe ethical considerations in channel management.</p>	<p>information management. 4 3 2 1 0 29. Explain the nature of marketing research. 4 3 2 1 0 30. Discuss the nature of marketing research problems/issues. 4 3 2 1 0 31. Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal). 4 3 2 1 0 32. Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research). 4 3 2 1 0 33. Discuss the nature of sampling plans. 4 3 2 1 0 34. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners). 4 3 2 1 0 35. Explain characteristics of effective data-collection instruments. 4 3 2 1 0 36. Explain techniques for processing</p>	<p>4 3 2 1 0 56. Explain the role of promotion as a marketing function. 4 3 2 1 0 57. Explain the types of promotion. 4 3 2 1 0 58. Identify the elements of the promotional mix. 4 3 2 1 0 59. Describe the use of business ethics in promotion. 4 3 2 1 0 60. Describe the use of technology in the promotion function. 4 3 2 1 0 61. Describe the regulation of promotion. 4 3 2 1 0 62. Explain types of advertising media 4 3 2 1 0 63. Describe word of mouth channels used to communicate with targeted audiences 4 3 2 1 0 64. Explain the nature of direct marketing channels 4 3 2 1 0 65. Identify communications channels used in sales promotion 4 3 2 1 0 66. Explain communications channels used in public-relations</p>	<p>the pricing function. 4 3 2 1 0 43. Explain legal considerations for pricing. 4 3 2 1 0 44. Explain factors affecting pricing decisions 4 3 2 1 0 52. Explain the concept of product mix. 4 3 2 1 0 53. Describe factors used by marketers to position products/services. 4 3 2 1 0 54. Explain the nature of product/service branding. 4 3 2 1 0 55. Explain the nature of corporate branding.</p>				
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					marketing information.	<p>activities</p> <p>4 3 2 1 0 67. Explain the nature and scope of the selling function</p> <p>4 3 2 1 0 68. Explain the role of customer service as a component of selling relationships</p> <p>4 3 2 1 0 69. Explain key factors in building a clientele.</p> <p>4 3 2 1 0 70. Explain company selling policies</p> <p>4 3 2 1 0 71. Explain business ethics in selling</p> <p>4 3 2 1 0 76. Explain the selling process</p> <p>4 3 2 1 0 77. Establish relationship with client/customer</p> <p>4 3 2 1 0 78. Determine customer/client needs</p> <p>4 3 2 1 0 79. Recommend specific product</p>					
Curriculum Materials	<p>- Textbook: Marketing, 3e, South-Western Cengage</p> <p>- Guided Notes: Chapter 1</p> <p>- Assignments: 1.1 Marketing Functions, 1.2 Functions</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 2</p> <p>- Assignments: 2.2 Supply & Demand, Consumer Legislation</p> <p>- Project-Based</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 3</p> <p>- Assignments: 3.1 Business Venture, Micro vs. Macro</p> <p>- Project-Based Learning:</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 4</p> <p>- Assignments: Shuttle Service</p> <p>- Project-Based Learning: Marketing an unmarketable</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 5</p> <p>- Assignments: 5.1 Movie Theater, 5.2 Success Skills, 5.3 Fragmented Media</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 6</p> <p>- Assignments: 6.2 Buying Motives</p> <p>- Project-Based Learning:</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 7</p> <p>- Assignments: 7.1 Market Segments, 7.2 Positioning, 7.3 Types of Competition, 7.4</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 8</p> <p>- Assignments:</p> <p>- Project-Based Learning:</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes: Chapter 9</p> <p>- Assignments:</p> <p>- Project-Based Learning:</p>	<p>- Textbook: Marketing, 3e</p> <p>- Guided Notes:</p> <p>- Assignments:</p> <p>- Project-Based Learning: Virtual Business Software Simulation</p>	

	of a Business - Project-Based Learning: Marketing Yourself, Evolution of Marketing	Learning: Socially Responsible News Article		product/service	- Project-Based Learning: 5.4 Primary Data Survey	6.1 Radio Advertisement	Competitive Information - Project-Based Learning: Market Segments, SWOT & PEST, Marketing Careers				
Supplemental Materials											
Connections											
Assessments	CH 1 Quiz CH1 Assessment	CH 2 Assessment	CH 3 Assessment	CH 4 Assessment	CH 5 Assessment	CH 6 Assessment	CH 7 Assessment	CH 8 Assessment	CH 9 Assessment Marketing Plan		Completion of Simulation