

B.E. Publishing

Correlation to *Principles of Marketing* to Precision Exams: Marketing II (402)

DESCRIPTION

This project-based course allows students to develop and demonstrate management level marketing skills. Students will learn advanced marketing principles then demonstrate proficiency by completing a marketing project. The majority of class time should be spent by students completing their marketing project. Examples of projects include: creating an advertising or public relations campaign, developing a business plan, conducting market research for a business and making suggestions for improvement, or completing an official CTSO (DECA, FBLA, FCCLA, HOSA, FFA, TSA, Skills USA) written project. Each project will include a written and presentation component.

STANDARD		CORRELATING PAGES
(STANDARD 1) STUDENTS WILL HAVE AN UNDERSTANDING OF FUNDAMENTAL MARKETING PRINCIPLES.		
Objective 1:	Students will understand the 4 P's of marketing:	
1.	Product	Narrative: Ch. 1 p. 11 Marketing Mix, All of Ch. 9, All of Ch. 10 Activity: Ch. 1 Test Your Knowledge #7, Ch. 9 Listen and Speak
2.	Price	Narrative: Ch. 1 p. 11 Marketing Mix, All of Ch. 11, All of Ch. 12 Activity: Ch. 1 Test Your Knowledge #7, Ch. 11 Test Your Knowledge #9, Ch. 12 Test Your Knowledge #1
3.	Place	Narrative: Ch. 1 p. 11 Marketing Mix, All of Ch. 13 Activity: Ch. 1 Test Your Knowledge #7, Ch. 13 Listen and Speak
4.	Promotion	Narrative: Ch. 1 p. 11 Marketing Mix, All of Ch. 14, All of Ch. 15 Activity: Ch. 1 Test Your Knowledge #7
Objective 2:	Understand the seven marketing functions:	
1.	Marketing Planning	Narrative: Ch. 1 p. 13 Marketing Functions, Ch. 2 Activity: Ch. 1 Listen and Speak

	2.	Marketing Information Management	Narrative: Ch. 1 p. 13 Marketing Functions, Ch. 2 Activity: Ch. 1 Listen and Speak
	3.	Pricing	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
	4.	Promotion	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
	5.	Product/Service Management	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
	6.	Channel Management	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
	7.	Selling	Narrative: Ch. 1 p. 13 Marketing Functions Activity: Ch. 1 Listen and Speak
Objective 3:	Students will understand market segmentation:		
	1.	Target market	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
	2.	Demographics	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
	3.	Psychographics	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
	4.	Geographic	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
	5.	Behavioral segmentation	Narrative: Ch. 8 p. 135 Market Segmentation Activity: Ch. 8 Build It
(STANDARD 2) STUDENTS WILL GAIN AN UNDERSTANDING OF MARKETING RESEARCH.			
Objective 1:	Students will understand the purpose of primary research.		Narrative: Ch. 7 p. 120 Primary and Secondary Research Activity: Ch. 7 Test Your Knowledge #2
Objective 2:	Students will understand methods to collect primary data: survey, observation, focus groups, experimental.		Narrative: Ch. 7 p. 120 Primary and Secondary Research Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #1
Objective 3:	Students will understand the purpose of secondary research.		Narrative: Ch. 7 p. 120 Primary and Secondary Research Activity: Ch. 7 Test Your Knowledge #2
Objective 4:	Students will understand methods to collect secondary data: internal company data, internet sources, federal and state government sources, and trade organizations.		Narrative: Ch. 7 p. 120 Primary and Secondary Research Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #1

Objective 5:	Students will understand the marketing research process.	
	1.	Defining the problem Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #4
	2.	Obtaining data Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #4
	3.	Analyzing data Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #4
	4.	Recommending solutions/strategy Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #4
	5.	Implement solution/strategy Narrative: Ch. 7 p. 117 Marketing Research Process Activity: Ch. 7 Build It, Ch. 7 Test Your Knowledge #4
Objective 6:	Students will understand methods to analyze and present research data: charts, graphs, and percentages.	Narrative: Ch. 7 p. 124 Interpreting Marketing Data Activity: Ch. 7 Listen and Speak, Ch. 7 Build It
(STANDARD 3) STUDENTS WILL UNDERSTAND THE COMPONENTS OF A MARKETING CAMPAIGN.		
Objective 1:	Students will identify target market in preparation for a marketing plan.	Narrative: Ch. 2 p. 23 Market research, Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 2 Test Your Knowledge #4, Ch. 8 Build It
Objective 2:	Students will compare and contrast promotional strategies from the promotional mix.	
	1.	Advertising Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
	2.	Public relations Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
	3.	Personal selling Narrative: Ch. 14 p. 222 Promotional Mix, Ch. 15 p. 238 The Nature of Positive Customer Relations Activity: Ch. 14 Build It
	4.	Sales promotion Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
Objective 3:	Students will research to understand promotion schedules.	Narrative: Ch. 14 p. 231 Creating a Promotional Plan Activity: Ch. 14 Test Your Knowledge #10

Objective 4:	Students will understand marketing budgets.	
	1.	Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression. Narrative: Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Market This
	2.	Students will understand the rationale for selecting different types of promotion. Narrative: Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Market This
Objective 5:	Students will understand how to coordinate group members.	
	1.	Students will learn how to divide group responsibilities. Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Test Your Knowledge #10
Performance Objective:	Students will create a marketing plan.	
	1.	Students will identify target market and create plan accordingly to that target market. Narrative: Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 8 Build It
	2.	Students will select promotional strategies from the promotional mix: advertising, public relations, personal selling, and sales promotion. Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
	3.	Students will create a promotion schedule. Narrative: Ch. 14 p. 231 Creating a Promotional Plan Activity: Ch. 14 Build It
	4.	Students will determine a marketing budget. Narrative: Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Build It
(STANDARD 4) STUDENTS WILL LEARN HOW TO ORGANIZE AND PROMOTE A MARKETING PITCH.		
Objective 1:	Students will learn components to delivering a presentation including: attention-getting introduction, main points, and call to action.	
	1.	Students will learn how to respond to questions. Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	2.	Students will learn how to persuade the audience to take action. Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
Objective 2:	Students will learn how to select the appropriate visual aids for their presentation. Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak	

Objective 3:	Students will understand how to coordinate group members.	
	I.	Students will learn how to divide group responsibilities. Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 16 Test Your Knowledge #10
Performance Objective:	Students will organize and promote a marketing pitch.	
	1.	Students will deliver a presentation to include: attention-getting introduction, main points, and call to action. <ul style="list-style-type: none"> • Students will appropriately respond to questions. • Students will learn how to persuade the audience to take action. Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	2.	Students will use the appropriate visual aids for their presentation. Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	Students will demonstrate the ability to work with others. Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 17 Listen and Speak	
PERFORMANCE SKILLS STANDARDS		
1 – Students will create a marketing plan.		
	Identify target market and create plan accordingly to that target market	Narrative: Ch. 8 p. 134 Importance of Target Markets Activity: Ch. 8 Build It
	Select promotional strategies from the promotional mix: advertising, public relations, personal selling, and sales promotion	Narrative: Ch. 14 p. 222 Promotional Mix Activity: Ch. 14 Build It
	Create a promotion schedule	Narrative: Ch. 14 p. 231 Creating a Promotional Plan Activity: Ch. 14 Build It
	Determine a marketing budget	Narrative: Ch. 19 p. 315 Marketing Budget Activity: Ch. 19 Build It

2 – Students will organize and promote a marketing pitch.		
	Deliver a presentation that includes: <ul style="list-style-type: none"> • Attention-getting introduction • Main points • Call to action • Appropriate visual aids 	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	Appropriately respond to questions	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	Learn how to persuade an audience to take action	Narrative: Ch. 17 p. 280 Delivering Presentations Activity: Ch. 17 Listen and Speak
	Demonstrate the ability to work with others	Narrative: Ch. 16 p. 260 Interpersonal Skills With Coworkers and Managers Activity: Ch. 17 Listen and Speak