

Haddon Township High School  
Course Overview

Subject Area: Business Education

Course Name: Marketing I

Summary: This course is designed to enable the students to understand and apply marketing, management, entrepreneurial principles, apply rational economic decisions and exhibit social responsibility in a global economy. Topics covered will include a wide range of traditional business topics with a particular focus on the basic principles of marketing. Students will acquire a diversified skill set that will enable them to transfer their skills and knowledge among industries. They will recognize the importance of interpersonal skills in diverse societies, gain a realistic understanding of work and use various technologies to perform marketing activities. Also, students will be challenged to analyze ethical implications of many different marketing practices.

Unit Title	Student Learning Target	Standards	Resources	Assessment
Unit 1: The World of Marketing	<ul style="list-style-type: none"> <li>• Be able to grasp the concept that marketing is all around us and we are continually influenced by it. Ultimately, marketing impacts many of our decisions as consumers.</li> <li>• Be able to understand that companies use marketing to compete with one another in their quest to win us over as loyal</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>

	customers.	Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.		
Unit 2: Business & Society	<ul style="list-style-type: none"> <li>Be able to understand how the U.S. economy operates in a free enterprise system and why that is important for businesses. Companies will engage in marketing efforts in order to compete with other businesses. Be able to discuss the importance of our government in monitoring, regulating and supporting our economy, so that businesses operate legally and ethically. This relationship greatly benefits us as consumers.</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning,</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>

		savings, investment, and charitable giving in the global economy.		
Unit 3: Promotion	<ul style="list-style-type: none"> <li>• Be able to explain the promotional mix concept and its role in marketing, as well as discuss trade and consumer sales promotions.</li> <li>• Be able to discuss the elements of visual merchandising and explain the purpose and importance of advertising.</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>
Unit 4: Place	<ul style="list-style-type: none"> <li>• Be able to select the appropriate channels</li> </ul>	9.1 21st-Century Life and Career Skills: All	Marketing Essentials Textbook	Warm-ups/pre-learning questions

	<p>of distribution to effectively sell consumer and industrial products.</p> <ul style="list-style-type: none"> <li>• Be able to explain the nature and scope of transportation systems and services.</li> <li>• Be able to describe the buying process and the effect the Internet has had on the purchasing function.</li> </ul> <p>Be able to discuss the nature and the impact of technology on inventory management and inventory systems.</p>	<p>students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p>	<p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>
Unit 5: Price	<ul style="list-style-type: none"> <li>• Be able to explain the nature and scope of price planning.</li> <li>• Be able to explain factors affecting price decisions.</li> <li>• Be able to discuss the legal considerations of</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p>

	<p>pricing.</p> <ul style="list-style-type: none"> <li>• Be able to explain how government regulations affect price planning.</li> </ul> <p>Be able to describe pricing concepts and policies for products in various stages of the life cycle.</p>	<p>successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p>	<p>PowerPoint Presentations</p>	<p>Class Work</p> <p>Closing Activities/exit cards</p>
<p>Unit 6: Product</p>	<ul style="list-style-type: none"> <li>• Why is product planning so crucial to the launch and success of most products?</li> <li>• Why are the steps in product planning so important for businesses to follow?</li> <li>• What is the role of branding in product planning?</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning,</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>

		savings, investment, and charitable giving in the global economy.		
Unit 7: Marketing Information Management	<ul style="list-style-type: none"> <li>• Be able to discuss the nature, importance, and usage of marketing research in planning and implementing marketing strategies.</li> <li>• Be able to explain the function of marketing information systems.</li> <li>• Be able to describe four important types of marketing research.</li> <li>• Be able to describe the steps used in conducting marketing research. Be able to construct effective marketing research questionnaires.</li> </ul>	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p>	<p>Marketing Essentials Textbook</p> <p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Warm-ups/pre-learning questions</p> <p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>
Unit 8:	<ul style="list-style-type: none"> <li>• Be able to define effective verbal and nonverbal</li> </ul>	9.1 21st-Century Life and Career Skills: All students will	Marketing Essentials Textbook	Warm-ups/pre-learning questions

	<p>communication.</p> <ul style="list-style-type: none"> <li>• Be able to explain the role of listening in communication.</li> <li>• Be able to explain why awareness of cultural differences is important.</li> <li>• Be able to recognize the personal traits necessary for ethical action in the workplace.</li> <li>• Be able to identify important interpersonal skills. Be able to identify skills needed to be a good team member and provide leadership.</li> </ul>	<p>demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p>	<p>Marketing Essentials Workbook</p> <p>Mac Dual Boot Computers</p> <p>PowerPoint Presentations</p>	<p>Q &amp; A/class discussion</p> <p>Quizzes/Tests</p> <p>Projects</p> <p>Class Work</p> <p>Closing Activities/exit cards</p>
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