

Marketing: Promo & Advertising

UNIT 1: INTRODUCTION TO MARKETING



ESSENTIAL QUESTION

BIG IDEAS

What is Marketing?

Students will:

- Understand foundational knowledge of marketing
- Evaluate how marketing adds value to a business and to the consumer

GUIDING QUESTIONS

- **Content**
 - What is the concept of marketing and how it relates to business?
 - What is the Marketing Mix?
- **Process**
 - How does marketing integrate within all functions of an organization?
 - How do the components of the marketing mix work together?
- **Reflective**
 - Why does marketing add value?

FOCUS STANDARDS

- **Benchmark 1.0: Marketing**
 - 1.1 : Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.
 - 1.2: Explain marketing and its importance in a global economy.
 - 1.11: Identify the marketing mix elements (product, price, place, and promotion - also known as the 4P's of the marketing mix)

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UNIT 2: MARKET SEGMENTATION

ESSENTIAL QUESTION

How does a business find the right customers?

BIG IDEAS

Students will:

- Differentiate between mass market and market segmentation
- Analyze and compare the various market segments
- Use market segmentation to determine a target market
- Conduct a SWOT analysis for use in the marketing planning process

GUIDING QUESTIONS

- **Content**
 - What is a target market?
 - How do businesses target customers?
 - What is market segmentation and the various market segments?
 - What is a SWOT analysis
- **Process**
 - How does a business determine the appropriate target market?
 - How is market segmentation used to position a product to consumers?
 - How does a company analyze its current business position?
 - How does a company use the information gathered from a SWOT analysis?
- **Reflective**
 - Why is a target market important?
 - What happens if a business targets the wrong market?
 - How does conducting a SWOT analysis impact business decisions?

FOCUS STANDARDS

- **Benchmark 1.0: Marketing**
 - 1.4 : Describe the components of a situational analysis.
 - 1.8: Identify and understand the cultural, social, individual, and psychological factors affecting consumer buying decisions.
 - Complete a SWOT analysis.
 - 1.12: Explain how to identify target markets.
 - Explain how market segmentation divides markets into sub groups utilizing demographics, psychographics, and geographics.
- **Benchmark 3.0: Marketing Information Management**
 - 3.12: Explain the concepts of market and market identification.

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UNIT 3: INTEGRATED MARKETING PLAN

ESSENTIAL QUESTION

How do businesses stay competitive?

BIG IDEAS

Students will:

- Identify the components of an integrated marketing campaign
- Conduct marketing-information research
- Develop initial steps of a marketing campaign for a local company

GUIDING QUESTIONS

- **Content**
 - What is an integrated marketing plan?
 - What information is needed to develop a marketing plan?
 - What is channel management?
 - What is the function of marketing-information management?
- **Process**
 - How is marketing information monitored and utilized to make decisions?
 - How are marketing campaigns developed? Internal/External?
 - How do ethics impact data gathering?
- **Reflective**
 - Why is research an important element of a marketing plan?
 - How can a company benefit from developing a marketing plan/campaign?
 - If it's legal, is it ethical?

FOCUS STANDARDS

- **Benchmark 2.0: Channel Management**
 - 2.1: Explain the nature and scope of channel management.
 - 2.3: Explain the nature of channels of distribution.
 - Identify various brokers, wholesalers, retailers, direct to consumer, etc.
- **Benchmark 3.0: Marketing Information Management**
 - 3.1: Describe the need for marketing information.
 - How is marketing information monitored and utilized to make decisions.
 - 3.2: Explain the nature and scope of the marketing information management function.
 - 3.3: Explain the role of ethics in marketing-information management
 - 3.6: Describe the regulation of marketing-information management.
- **Benchmark 10.0: Marketing Analytics**
 - 10.3: Use marketing data in writing business and/or marketing plans.

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UNIT 4: ELEMENTS OF PROMOTION

ESSENTIAL QUESTION

Why do we buy what we buy?

BIG IDEAS

Students will:

- Identify the elements of promotion
- Discuss the communication channels used by companies to promote and advertise
- Develop a promotional schedule for an existing business
- Develop high-quality promotional materials to support marketing campaign

GUIDING QUESTIONS

- **Content**
 - What is the role of promotion in business?
 - What are the various types of promotion that can be used in a promotional mix?
 - What is advertising media?
 - What is the difference between public relations and publicity?
 - What is considered traditional marketing?
- **Process**
 - How do companies determine what combination of promotion and advertising to use?
 - How can a sales force benefit from promotions?
 - How do businesses use sales promotions to entice consumers to buy?
 - How have the channels of communication changed over time?
- **Reflective**
 - Why do companies use different promotional strategies to support their products?
 - What would happen if businesses could not promote their products or services?
 - What are the ethical considerations companies need to address when developing promotion and advertising?

FOCUS STANDARDS

- **Benchmark 2.0: Channel Management**
 - 3.11 : Explain the concept of marketing strategies.
- **Benchmark 6.0: Promotion**
 - 6.1: Explain the role of promotion as a marketing function.
 - 6.2: Explain the types of promotion.
 - 6.3: Identify the elements of the promotional mix (e.g.advertising, personal selling, sales promotion, public relations).
 - 6.4: Describe the use of business ethics in promotion.
 - 6.6: Describe the regulation of promotion.

- 6.7: Explain the types of advertising media.
- 6.8: Describe word of mouth channels used to communicate with targeted audiences
- 6.9: Explain the nature of direct marketing channels
- 6.11: Identify communications channels used in sales promotion.
- 6.12: Explain communications channels used in public-relations activities
- 6.13: Discuss the role of public relations in the promotional mix.

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UNIT 5: DIGITAL MARKETING

ESSENTIAL QUESTION

How does the digital world impact what and how we buy?

BIG IDEAS

Students will:

- Define digital marketing and the current strategies used in business
- Analyze the advantages and disadvantages of social media in marketing
- Differentiate between traditional and digital marketing and the effectiveness of each
- Produce digital marketing content related to an actual business

GUIDING QUESTIONS

- **Content**
 - What is defined as digital marketing?
 - What are the strategies involved (time of day, frequency, day of week) with various digital platforms?
 - What are the differences between organic and paid content?
 - What are the current trends in digital marketing?
 - What role do digital influencers play?
- **Process**
 - How is digital marketing an integral component of a marketing campaign?
 - Which digital marketing platforms are best for each target market?
 - How would digital marketing vary based on the type of business (service, manufacturing, merchandising)?
 - How do companies stay current with digital trends?
 - How has digital marketing changed the buying experience?
- **Reflective**
 - Is digital marketing alone enough?
 - How and when will digital marketing change in the future?

FOCUS STANDARDS

- **Benchmark 3.0: Marketing Information Management**
 - 3.4: Describe the ethical use of technology in marketing.
- **Benchmark 6.0: Promotion**
 - 6.5: Describe the use of technology in the promotion function.
 - 6.9: Explain the nature of direct marketing channels
 - 6.10: Explain and identify influencer marketing strategies
 - 6.12: Explain communications channels used in public-relations activities

- 6.13: Discuss the role of public relations in the promotional mix.
- **Benchmark 8.0: Selling**
 - 8.12: Discuss and research online marketing platforms that fits the needs of the brand and product. (selling only on websites, navigating sales widgets, selling on Amazon/Etsy/Ebay/etc.)
- **Benchmark 10.0: Marketing Analytics**
 - 10.2: Identify metrics for tracking digital and traditional marketing efforts.
 - Identify and define terms: brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate)
- **Benchmark 1.0 ***From Digital Marketing Course*****
 - 1.0: Define marketing and digital marketing and identify trends in the digital marketing industry.
 - 1.1: Explore trends in digital marketing (e.g. artificial intelligence, real-time marketing, customer experience, marketing automation, cloud computing, SAAS - software as a service)
 - Examine how culture influences global e-commerce and digital marketing.
 - 1.5: Explore the current forms of online advertising and promotion (e.g. display ads - static images, text ads, banners, wallpaper, popup ads, video/autoplay; social media ads - paid, organic).
 - 1.6: Develop a digital marketing plan
 - Communicate clearly, effectively and with reason. Demonstrate creativity and innovation. Apply techniques and strategies to convey ideas and information through marketing communication operations.
- **Benchmark 2.0 ***From Digital Marketing Course*****
 - 2.0: Understand the role and importance of content creation and distribution in digital marketing.
 - 2.1: Define content marketing and explain its importance in digital marketing.
 - 2.2: Discuss types of content used today (e.g. email, pop up ad, social media, video, infographics, podcasts, stories, how-to guides, e-books, image, newsletter, blog, user-generated, interactives).
 - Discuss the differences between organic and paid content.
 - 2.3: Describe the difference between creating one's own content compared to taking advantage of trending content.
 - Explain how content "goes viral" and factors that help content spread.
 - 2.4: Demonstrate best practices in digital, graphical displays of information.
- **Benchmark 5.0 ***From Digital Marketing Course*****
 - 5.0: Understand the use of social media platforms in marketing and how it is integrated with digital marketing and traditional offline marketing.
 - 5.1: Compare and contrast the most popular and current social media platforms (e.g. Google+, Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, etc.) and their role in marketing.

- 5.2: Analyze the advantages and disadvantages of social media in marketing.
- 5.3: Describe how social media is used for promotion, customer engagement, customer service, brand building, item research, and sales.

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UNIT 6: CAREER EXPLORATION

ESSENTIAL QUESTION

Where do you see yourself in 10 years?

BIG IDEAS

Students will:

- Identify the various careers available in marketing
- Explore the benefits of membership, leadership, and competition in a school CTSO: BPA, DECA, or FBLA

GUIDING QUESTIONS

- **Content**
 - What post-secondary marketing career opportunities exist?
 - What are the benefits of joining a CTSO?
 - What college/training would best prepare you for the future?
- **Process**
 - How can you learn more about opportunities in marketing?
 - How can you take your Integrated Marketing Campaign to competition?
- **Reflective**
 - What area of marketing are you most interested in?
 - How can marketing prepare you for other careers?

FOCUS STANDARDS

- **Benchmark 11.0: Careers**
 - 11.1: Explore career opportunities in marketing.
 - 11.4: Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.
 - 11.6: Identify the purpose and goals of a Career and Technical Student Organization (CTSO).
 - Explain how CTSO's are integral parts of specific clusters, majors, and/or courses.
 - Explain the benefits and responsibilities of being a member of a CTSO.
 - List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
 - Explain how participation in CTSO's can promote lifelong benefits in other

professional and civic organizations.