



ORGANIZING THEME/TOPIC	FOCUS STANDARDS & SKILLS
<p><b>Foundations of Marketing</b></p> <p>Functions of Marketing Marketing utilities Marketing mix Target market Market share Marketing concept</p> <p>Time Frame: 1 week</p>	<p>KS 12152.2.1 Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <ul style="list-style-type: none"> <li>• Learn how the product development process fits into the Marketing Mix (4Ps).</li> <li>• Explain how to effectively position a product in the mind of a consumer.</li> <li>• Understand how businesses use marketing techniques to dominate market share and grow monthly sales.</li> <li>• How marketing adds value to a business and to the consumer.</li> </ul>
<p><b>Free Enterprise System / Supply &amp; Demand</b></p> <p>Principles of free enterprise system Domestic/Global business For-profit/Nonprofit organizations Public/Private sector Functions of business</p> <p>Time Frame: 1 week</p>	<p>KS 12152.3.1 Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <ul style="list-style-type: none"> <li>• Distinguish the characteristics of a Free Enterprise System.</li> <li>• Identify innovative product opportunities to introduce into the marketplace.</li> <li>• Determine an appropriate business strategy such as: low-cost or high-differentiated.</li> <li>• Understand the role of supply and demand within a market economy and analyze the forces that achieve equilibrium.</li> </ul>
<p><b>Market Research and Consumer Behavior</b></p> <p>Elements of Marketing Plan (SWOT) Primary and secondary data Market segmentation Methodology Consumer behavior</p> <p>Time Frame: 1 week</p>	<p>KS 12152.2.5 Understand marketing-research activities to show command of their nature and scope.</p> <ul style="list-style-type: none"> <li>• Describe the purpose of market research and understand the market research process.</li> <li>• Identify procedures for gathering information to research current market trends.</li> <li>• Discuss trends and limitations in marketing research.</li> <li>• Develop, conduct, and analyze a marketing survey.</li> <li>• Utilize consumer behavior strategies by analyzing Maslow hierarchy of needs combined with the disposable income model.</li> </ul>

<p><b>Product Planning, Branding, Packaging</b></p> <p>Product mix strategies  Product life cycle  Product positioning  Branding  Branding strategies  Functions of packaging  Laws, regulations and ethics</p> <p>Time Frame: 4 weeks</p>	<p>KS 12152.2.9 Identify consumer protection provisions of appropriate agencies.  KS 12152.2.11 Employ product-mix strategies to meet customer expectations.  KS 12152.2.17 Position products/services to acquire desired business image.  KS 122152.18 Explain the nature of product/service branding.</p> <ul style="list-style-type: none"> <li>• Learn how to manage the steps within the New Product Development process to enhance a company's product mix.</li> <li>• Explore new product ideas in an effort to optimize innovation within a company.</li> <li>• Identify the stages of the product life cycle and develop appropriate marketing strategies for products that fall within each stage.</li> <li>• Discuss the impact that a brand's value has on the company/product's overall-sales strategy.</li> <li>• Develop a logo and slogan for a new product idea.</li> <li>• Determine the critical success factors in developing packaging and labeling strategies.</li> </ul>
<p><b>Pricing and Distribution</b></p> <p>Pricing policies  Pricing strategies  Channels of distribution  Legal and ethical issues</p> <p>Time Frame: 2 weeks</p>	<p>KS 12153.6.1 Develop a foundational knowledge of pricing to understand its role in marketing.</p> <ul style="list-style-type: none"> <li>• Examine the advantages and disadvantages of the basic pricing strategies of skimming, penetration, and status quo.</li> <li>• Evaluate value pricing to optimize a company's ROI.</li> <li>• Understanding the different channels of distribution and the effect of the internet on distribution and planning.</li> </ul>
<p><b>Professional Selling</b></p> <p>Customer buying motives  7 steps of the selling process</p> <p>Time Frame: 6 weeks</p>	<p>KS 12153.7.1 Acquire a foundational knowledge of selling to understand its nature and scope.</p> <ul style="list-style-type: none"> <li>• Understand and demonstrate the 7 steps of the selling process.</li> <li>• Customize a sales presentation tailored to both Business to Business (B2B) and Business to Consumer (B2C) customers.</li> <li>• Explore Customer Relationship Management (CRM) tools such as: Salesforce.com.</li> <li>• Develop a professional sales presentation for an authentic Request for Proposal (RFP).</li> </ul>