



ORGANIZING THEME/TOPIC

FOCUS STANDARDS & SKILLS

<p>Foundations of Marketing</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"> • Learn how to apply the Marketing Mix (4Ps) into relevant business situations. • Understand how businesses use marketing techniques to dominate market share and grow monthly sales. • Turn marketing information into “big data” used to increase sales and decrease company costs. • Evaluate how marketing adds value to a business and to the consumer. • Determine the differences in marketing via Business to Business (B2B) & Business to Consumer (B2C)
<p>Target Markets and Segmentation</p> <p>Market identification Target market Market analysis: SWOT, situational, environmental scan Market segmentation Branding strategies</p> <p>Time Frame: 1 week</p>	<p>KS 12153.5.9 Explain the role of analysis in the marketing planning process.</p> <ul style="list-style-type: none"> • Differentiate between mass market and market segmentation. • Apply segmentation approach to define a viable target market. • Evaluate segments and decide which segments to target. • Analyze and compare different sub-cultures (demographics, psychographics, geographics, ethnographics, behavioral). • Conduct a SWOT analysis for use in the marketing planning process.
<p>The Elements of Promotion</p> <p>Promotional mix Push-pull concept Sales promotions</p> <p>Time Frame: 3 weeks</p>	<p>KS 12153.4.1 Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <ul style="list-style-type: none"> • Explain the role of promotion in business and marketing. • Identify the various types of promotion. • Distinguish the difference between public relations and publicity. • Discuss why it is necessary for companies to utilize a promotional mix to optimize profitability. • Develop a promotional plan for an existing business.

<p>Advertising and Social Media</p> <p>Promotional and institutional advertising Types of media Media planning and selection Media metrics Emerging marketing trends Promotional budget</p> <p>Time Frame: 4 weeks</p>	<p>KS 12153.4.9 Explain types of advertising media. KS 12153.4.14 Understand the use of an advertisement's components to communicate with targeted audiences.</p> <ul style="list-style-type: none"> • Explain the concept and purpose of advertising in the promotional mix. • Identify the different types of advertising media. • Explore the power of emerging digital marketing mediums. • Identify how media costs are determined and the impact of cost per impression on advertising budgets. • Develop an advertising budget for an existing business. • Create a variety of advertising media such as: print advertisements, commercials, radio spots, billboards, twitter campaign.
<p>Visual Merchandising and Display</p> <p>Display design and preparation Artistic elements</p> <p>Time frame: 2 weeks</p>	<p>KS 12153.3.16 Position products/services to acquire desired business image.</p> <ul style="list-style-type: none"> • Explain the concept and purpose of visual merchandising. • Understand how visual merchandising supports the brand/business image. • Explain how artistic elements function in display design. • Design and create a visual display that reaches an identified target market.
<p>Culminating project</p> <p>Time frame: 5 weeks</p>	<p>KS 12153. Employ marketing – information to develop a marketing plan.</p> <ul style="list-style-type: none"> • Create an advertising campaign or promotional plan that includes all components of an effective promotional mix.