

CURRICULUM

Business and Finance Technology

MARKETING

(Elective Course)

Supports Academic Learning Expectation # 3

Students and Graduates of Ledyard High School will employ problem-solving skills effectively

Supports Academic Learning Expectation # 4

Student and graduates of Ledyard High School will employ effective research and study skills

**Approved by Instructional Council
6/10/08**

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

GOAL: District Goal #1 (Marketing Education State Standard #1)

Business and Management: Understand fundamental business and marketing concepts that affect business decision making.

LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<i>Students will know how to:</i>	<i>Students will be able to:</i>
1.1 Describe types of business activities	a. Identify specific tasks such as advertising, performed by employees of service or merchandising businesses
1.2 Determine the relationship between business and government.	a. Discuss the connection between government regulations and business ownership
1.3 Describe the environments in which businesses operate.	a. Compare and contrast the characteristics of various businesses such as rural, city and/or urban
1.4 Describe marketing functions and related activities.	a. Identify and apply marketing functions including marketing analysis, internal analysis, competition analysis, customer responses, goals and action plan for product/service development
1.5 Explain the nature of marketing strategies	a. Select the most effective marketing strategies for a given product/service and give reasons for their choices
1.8 Implement procedures for staffing a department/organization.	a. Discuss employer needs and employee qualifications
1.9 Demonstrate procedures for monitoring and evaluating employee performance.	a. Discuss and assess employee performance based on a rubric while engaging in simulated business activities
1.14 Formulate a business plan	a. Develop a business plan using a specific task rubric for the final project

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #2 (ME State Standard #2)</p> <p>Economics: Understand the economic principles and concepts fundamental to marketing.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>2.1 Distinguish between economic goods and economic services.</p> <p>2.2 Explain the concepts of economic resources.</p> <p>2.3 Interpret the impact of supply and demand on price.</p> <p>2.5 Explain the concept of private enterprise.</p> <p>2.6 Identify factors affecting the profit of a business.</p> <p>2.7 Determine the opportunity costs associated with economic decision making.</p>	<p><i>Students will be able to:</i></p> <p>a. Define and describe economic goods and services by sharing personal consumer experiences</p> <p>a. Research and share in written or oral form how business financing is obtained</p> <p>a. Demonstrate an understanding of the economic impact of supply and demand on businesses and consumers by sharing personal consumer experiences and discussing related current events</p> <p>a. Compare and contrast the characteristics of various businesses such as rural, city and/or urban and include private enterprises</p> <p>a. Demonstrate an understanding of the relationship between business revenue and expenses by analyzing and discussing actual company financial statements</p> <p>a. Explain the marketing strategies employed by some businesses to encourage impulse and/or bulk purchasing and the resulting associated costs</p> <p>b. Discuss the potential impacts of risky opportunities such as fad marketing and over/under estimating inventories</p>

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #3 (ME State Standard #3)</p> <p>Career and Professional Development: Understand concepts and strategies needed for personal and professional growth in marketing and business.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>3.1 Use traditional and nontraditional job-search strategies, including on-line searches</p> <p>3.5 Identify desirable personality traits important to business.</p> <p>3.6 Demonstrate ethical behavior in marketing.</p> <p>3.7 Demonstrate interpersonal skills in a group.</p> <p>3.8 Utilize interpersonal skills to resolve conflict with others.</p> <p>3.9 Communicate clearly and concisely in writing</p> <p>3.10 Demonstrate effective verbal and nonverbal communication in the workplace.</p>	<p><i>Students will be able to:</i></p> <p>a. Research related career opportunities using on-line searches</p> <p>b. Create an oral presentation to share information from searches including educational requirements, workplace skills, typical job locations, and salary ranges</p> <p>a. Identify the successful interpersonal skills needed for the workplace and compare their current skills with those identified</p> <p>a. Research and discuss current events involving ethical and unethical behaviors by businesses and/or well known people</p> <p>a. Employ effective interpersonal skills while working on group projects</p> <p>a. Identify and apply conflict resolution skills when needed</p> <p>a. Locate, summarize in written form, and orally present important information from an article on a marketing and/or business related topic</p> <p>b. Respond in a clear and precise manner to questions from peers and teacher about the article</p> <p>a. Identify appropriate and inappropriate ways to communicate in a workplace setting</p>

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #4 (ME State Standard #4)</p> <p>Distribution: Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of good and services.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>4.1 Explain the nature and scope of distribution</p>	<p><i>Students will be able to:</i></p> <p>a. Identify and describe the sequence for distribution of products taken by businesses including the producer, manufacturer, distributor and retailer</p>

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #5 (ME State Standard #5)</p> <p>Financing: Understand the financial concepts used in making decisions.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>5.7 Describe the role of financing in marketing and business endeavors.</p>	<p><i>Students will be able to:</i></p> <p>a. Research various funding sources for businesses, analyze the information, and select the appropriate funding source that best supports their marketing plan</p>

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #6 (ME State Standard #6)</p> <p>Marketing/Information Management: Understand the concepts and systems needed to access, synthesize, evaluate and disseminate information for use in making business decisions.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>6.1 Explain the nature of the marketing information using technology</p> <p>6.2 Demonstrate procedure for gathering marketing information using technology.</p> <p>6.3 Explain the nature of marketing research.</p> <p>6.4 Analyze the environments that affect business operations.</p> <p>6.5 Explain techniques for processing marketing information using technology.</p>	<p><i>Students will be able to:</i></p> <p>a. Discuss the impact the internet has had on business marketing in the last ten years</p> <p>b. Explain how businesses have had to adjust to the impact of the internet to remain competitive</p> <p>a. Utilize the internet to research the availability of a product or service selected from a teacher/student developed list</p> <p>a. Compare and contrast the competitors' marketing information of the selected product or service</p> <p>a. Discuss the national economic state and its impact on business operations</p> <p>a. Demonstrate an understanding of processing marketing information by simulating developing customer databases used to send out information via email, telemarketing, fax machine, and/or bulk mailing</p> <p>b. Recognize the ethical components such as distribution of customer databases and maintaining secure websites in using technology for processing marketing information</p>

STUDENT LEARNING OBJECTIVES
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As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #7 (ME State Standard #7)</p> <p>Pricing: Understand concepts and strategies used in determining and adjusting prices to maximize return and ensure customer satisfaction.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>7.1 Describe the nature of the pricing function.</p> <p>7.2 Determine pricing objectives, policies and strategies.</p> <p>7.3 Describe considerations in setting prices.</p> <p>7.6 Determine selling prices.</p>	<p><i>Students will be able to:</i></p> <p>a. Demonstrate an understanding of cost, mark up and selling price</p> <p>a. Discuss the various criteria used to establish final prices such as price flexibility, price lines, geographic pricing and discounts</p> <p>a. Explain the factors involved in setting prices by various businesses such as jewelry, grocery and furniture stores</p> <p>a. Compare and contrast the competitors' pricing information for a selected product or service to determine their proposed selling price</p>

STUDENT LEARNING OBJECTIVES
Marketing

As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #8 (ME State Standard #8)</p> <p>Product/Service Planning: Understand the concepts and processes needed to develop, maintain and improve a product or service mix in response to market opportunities.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>8.1 Explain the nature of the product/service planning function</p> <p>8.4 Describe factors used by marketers to position products/businesses.</p> <p>8.5 Describe the marketing planning process.</p>	<p><i>Students will be able to:</i></p> <p>a. Discuss the long and short range planning function for analyzing information that affects a business</p> <p>b. Explain how that information is used to set long and short term goals and to determine action plans for achieving them</p> <p>a. Identify various methods used to increase product or service visibility</p> <p>a. Demonstrate an in-depth understanding of the marketing process by creating and implementing a marketing plan based on final project rubrics</p>

STUDENT LEARNING OBJECTIVES
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As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #9 (ME State Standard #9)</p> <p>Promotion: Understand the concepts and strategies needed to communicate information about products, services and/or ideas to influence behavior.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>9.1 Explain the communication process used in promotion</p> <p>9.2 Describe the nature and scope of the promotion function</p> <p>9.4 Write promotional messages that appeal to targeted markets</p> <p>9.7 Use past advertisements to aid in promotional planning</p> <p>9.9 Develop a promotional plan</p> <p>9.10 Prepare a promotional budget.</p>	<p><i>Students will be able to:</i></p> <p>a. Identify the target audience for a product or service and determine the most effective way to communicate with them</p> <p>a. Demonstrate an understanding of ways to communicate information used to persuade, inform or remind consumers about products and/or services by creating a duplication of a successful current commercial</p> <p>a. Create an original commercial, brochure and poster providing information to a targeted audience about their selected final product or service</p> <p>a. Research and discuss effective promotion techniques used in past or current advertisements</p> <p>a. Create a plan to promote their final product or service</p> <p>a. Compare and contrast the cost of promoting a product or service in the various media such as billboard, radio and television</p>

STUDENT LEARNING OBJECTIVES
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As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #10 (ME State Standard #10)</p> <p>Purchasing: Understand strategies for obtaining goods and services for use in operating a business and/or for resale.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>10.1 Explain the nature of the buying process.</p>	<p><i>Students will be able to:</i></p> <p>a. Discuss the buying process including types of purchase situations, the way suppliers are selected, how terms are negotiated and the impact of the internet on the entire process</p>

STUDENT LEARNING OBJECTIVES
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As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #11 (ME State Standard #11)</p> <p>Risk Management: Understand the concepts needed to optimize gain and minimize loss due to risk.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p><i>Students will know how to:</i></p> <p>11.1 Explain the nature of the risk management function.</p> <p>11.2 Identify controllable and uncontrollable risk factors.</p>	<p><i>Students will be able to:</i></p> <p>a. Demonstrate an understanding of the need to provide security and safety for products, personnel, and customers by analyzing the marketing environment and marketing mix to identify the areas where risks are most likely to occur</p> <p>a. Define the economic, natural and human types of business risks</p>

STUDENT LEARNING OBJECTIVES
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As a result of marketing education, students independently and collaboratively will be able to:

<p>GOAL: District Goal #12 (ME State Standard #12)</p> <p>Selling: Understand the concepts needed to respond to client needs and wants through planned; personalized communication that influences purchase decisions and ensures satisfaction.</p>	
LEARNING OBJECTIVES	SAMPLE INDICATORS/ASSESSMENTS OF LEARNING
<p>Students will know how to:</p> <p>12.1 Explain the nature and scope of the selling function</p> <p>12.2 Gather, interpret and use information in selling</p> <p>12.4 Use selling process and techniques to aid customers/clients in making buying decisions.</p> <p>12.7 Explain the role of customer service in customer/client relationships.</p> <p>12.10 Use ethics in selling</p> <p>12.11 Describe methods of sales goal setting and forecasting.</p>	<p><i>Students will be able to:</i></p> <p>a. Identify the steps in the selling process including preparing for the sale, initiating the sale, presenting the product or service, closing the sale, and after sale follow-up</p> <p>a. Define and develop a market study including gathering information on customers/clients for a specific product or service</p> <p>a. Practice selling techniques by role playing scenarios concerning how to influence customers/clients in making buying decisions</p> <p>a. Share personal experiences concerning customer service</p> <p>a. Share personal experiences concerning being victims of unethical selling practices and explain what the ethical practice should have looked like</p> <p>a. Demonstrate an understanding of setting sales goals by including sales goals for their final product or service</p>