

Reading Public Schools

Instilling a joy of learning and inspiring the innovative leaders of tomorrow



Curriculum Guide

Introduction to Marketing

Course Description

In this semester course students will be introduced to marketing concepts and strategies, such as conducting market research, participating in real world projects, and discussing legal and ethical issues. Case studies and current events will be examined using sports, entertainment, social media, and internet marketing. Understanding marketing principles is fundamental to further study in a variety of disciplines including accounting, entrepreneurship, finance, and management.

Course Content Standards

I. Foundations of Marketing

1. Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

1. Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

1. Analyze the influence of external factors on marketing.

IV. The Marketing Mix

1. Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.

V. The Marketing Plan

1. Describe the elements, design, and purposes of a marketing plan.

VI. Marketing Research

1. Analyze the role of marketing research in decision-making.

Business Education Standards

COMMUNICATION

Foundations of Communication—communicate in a clear, courteous, concise, and correct manner on personal and professional levels

Social Communication—apply basic social communication skills in personal and professional situations

Technological Communication—use technology to enhance the effectiveness of communication

Employment Communication—integrate all forms of communication in the pursuit of employment

Organizational Communication—incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies

COMPUTATION

Mathematical Foundations—apply basic mathematical operations to solve problems

Number Relationships and Operations—solve problems involving whole numbers, decimals, fractions, percents, ratios, averages, and proportions

Patterns, Functions, and Algebra—use algebraic operations to solve problems

Measurement—use common international standards of measurement when solving problems

Statistics and Probability—analyze and interpret data using common statistical procedures

Problem-Solving Applications—use mathematical procedures to analyze and solve business problems

Units	Essential Questions	Key Activities <u>MAY</u> include:
The World of Marketing	<ul style="list-style-type: none"> • What is an exchange? • What is meant by the economic concept of utility? • What are the benefits of marketing? 	<ul style="list-style-type: none"> • Tests / Quizzes • Current Event Presentations • Writing Assignments • Long-term projects
Economics	<ul style="list-style-type: none"> • What does the marketing concept state? • What is a market? • What is target marketing? • What do demographics, psychographics, geographic, and product benefits have in common? 	<ul style="list-style-type: none"> • Projects • Document Based Questions • Presentations Class Discussions • Classroom Debates on key business challenges
Business and Social Responsibility	<ul style="list-style-type: none"> • What is a risk, and why is it relevant to a free enterprise system? • How do profitable businesses benefit the economy? • Why is the United States said to have a modified free enterprise system? • What is the equilibrium point in supply and demand theory? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Economies	<ul style="list-style-type: none"> • What is an economy? • How does a command and market economy differ? • Why are all economies mixed? • How do capitalist, socialist, and communist economies differ from each other ? • What are the goals of any economy? 	<ul style="list-style-type: none"> • Structured Group Work • Use of online government resources • Use of relevant business Websites
Selling	<ul style="list-style-type: none"> • What is a business? • What are the primary functions of business? • What are some areas in which businesses thought to have social responsibility? • In what ways have business activities impacted our environment? • What is the term ethics mean? • What is consumerism? • What benefits do consumers and nations derive from international trade? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking

Units	Essential Questions	Key Activities <u>MAY</u> include:
Promotions	<ul style="list-style-type: none"> • What is a promotion? • What is the difference between product and institutional promotion? • Why is personal selling the most expensive form of promotion? • What is the difference between publicity and advertising? • Why do businesses use sales promotions? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Distribution	<ul style="list-style-type: none"> • What is a channel of distribution? • What key factors are considered when developing an effective distribution plan? • What are the levels of distribution intensity? • What is physical distribution? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Pricing	<ul style="list-style-type: none"> • What is the difference between a one-price policy and a flexible-price policy? • What is the key factor in deciding on price lines? • What is bartering? • Why is price an important factor in the success or failure of a business? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Marketing Information Management	<ul style="list-style-type: none"> • What is marketing research? • How does marketing research help businesses? • What is a marketing information system? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Product and Service Management	<ul style="list-style-type: none"> • What is product planning? • What is product mix? • What is a product life cycle? • Why is product positioning important? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking
Entrepreneurship and Finance	<ul style="list-style-type: none"> • What is entrepreneurship? • Why is starting a new business such a risk? • Why are small businesses are important to the economy? • What is a business risk? • What is risk management? 	<ul style="list-style-type: none"> • Homework Assignments • Lectures • Documentaries / Videos • Structured Note-Taking

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Curriculum Guide	Curriculum guides are public documents aligned with the Massachusetts Department of Education Curriculum Frameworks. They focus on the set of standards that students will learn within certain disciplines at appropriate grade levels. Each area of the curriculum is divided into general strands (broad categories) under which the standards fall. When we discuss “standards-based education” we mean that students are measured against their proficiency and growth towards meeting these standards. Curriculum Guides are intended for teachers, parents, and the wider school community as an overview document of the course of study for the year.
Curriculum Map	Curriculum maps are internal documents utilized as planning tools for teachers. Curriculum maps keep a focus on the end-of-year standards and chart a course for the teaching and learning over the year. They are typically organized in a grade-level overview organized by month or marking period. Curriculum maps typically include; standards and expectations for the grade/content, essential skills/ concepts, methods of assessment, and major content resources. Maps are never “done” as ongoing work of educators include revisions, additions, and revisits to the maps. They provide an overview for the year while also allowing educators to see a vertical picture of how the content develops as students progress through
Standards	The standards used as the foundation of our curriculum come directly from the Massachusetts Department of Education Curriculum Frameworks. State standards may be viewed here: http://www.doe.mass.edu/frameworks/
Priority Areas	Priority areas are defined by the state of Massachusetts as the most critical areas in each grade level on which instructional time should focus.
Mathematical Practice Standards	Mathematical Practice Standards are a set of skills/behaviors that are replicated in grades preK-12. These standards describe ways in which students engage with the mathematical content and the level of application grows increasingly complex as students progress vertically throughout their education.
Content Standards	The Content Standards describe what students should know and be able to do once within the area of mathematics.
Essential Questions	Essential questions are questions that are not answerable with an easy answer or a simple instruction. The purpose of essential questions is to provide opportunities for inquiry into the learning and act as an umbrella to anchor the unit/lesson.