

# Marketing and Advertising

## High School – Grades 11, 12

### Intermediate Level

### Elective

#### 1. Subject Expectation                      The student will write to communicate for a variety of purposes

<b>Essential Learning 1 (Learning Standard C)</b>	<b>Communicate ideas in writing to accomplish a variety of purposes</b>
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Critical Content	3.C.4b	a.	use available technology, produce compositions and multimedia works for specified audiences - create a marketing plan - research products, demographics, and segmentation on the Internet
	3.C.5b	b.	write for real or potentially real situations in academic, professional and civic contexts (e.g., applications, job applications, business letters, resumes, and petitions.) - create a marketing research report - analyze and explain case studies

#### 2. Subject Expectation                      The student will listen and speak effectively in a variety of situations

<b>Essential Learning 2 (Learning Standard B)</b>	<b>Speak effectively using language appropriate to the situation and audience</b>
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Critical Content	4.B.4a	a.	deliver planned informative and persuasive oral presentations using visual aids and contemporary technology as individuals and members of a group; demonstrate organization, clarity, vocabulary, credible and accurate supporting evidence - introduce new products - present relevant current events and supplemental research
	4.B.5a	b.	deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences (e.g., peers, community, business/industry, local organizations) using appropriate visual aids and available technology - present a team capstone project
	4.B.5b	c.	use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals - classroom discussions

3. **Subject Expectation (NBEA Standards)**      **The student will recognize the customer oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society**

<b>Essential Learning 1</b>	<b>Understanding customer service and relations</b>
Critical Content	<ul style="list-style-type: none"> <li>a. identify reasons why customers return to the same business</li> <li>b. explain ways companies show concern for customers</li> <li>c. describe the factors that influence customer business relationships</li> <li>d. recognize that a successful marketing strategy is built on positive customer relationships</li> <li>e. identify the elements of the marketing mix</li> <li>f. analyze the differences between a production oriented company and a marketing oriented company</li> </ul>

4. **Subject Expectation (NBEA Standards)**      **The student will analyze the characteristics, motivations, and behaviors of consumers**

<b>Essential Learning 1</b>	<b>Understanding customer service and relations</b>
Critical Content	<ul style="list-style-type: none"> <li>a. describe the impact of consumer differences</li> <li>b. describe the characteristics of the changing domestic and global population</li> <li>c. differentiate between rational (cognitive) and emotional (affective) buying motives</li> </ul>
<b>Essential Learning 2</b>	<b>Analyze segmentation and target markets</b>
Critical Content	<ul style="list-style-type: none"> <li>a. define market segmentation and describe how it is used</li> <li>b. identify the tools of market segmentation</li> <li>c. explain ways that segmentation can be used to identify target markets</li> </ul>

5. **Subject Expectation (NBEA Standards)**      **The student will analyze the influence of external factors on marketing**

<b>Essential Learning 1</b>	<b>Analyze ethical issues</b>
Critical Content	<ul style="list-style-type: none"> <li>a. identify ethical issues and their impact on marketing</li> <li>b. differentiate between ethical and unethical marketing practices</li> </ul>
<b>Essential Learning 2</b>	<b>Assess economic conditions</b>
Critical Content	<ul style="list-style-type: none"> <li>a. determine the ways in which economic conditions, both domestic and international affect marketing</li> <li>b. analyze the impact of changing economic conditions on marketing strategies</li> </ul>

<b>Essential Learning 3</b>	<b>Analyze the competitive environment</b>
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| Critical Content | <ul style="list-style-type: none"> <li>a. describe an example of competition</li> <li>b. compare and contrast marketing strategies of competitors in a single industry</li> <li>c. describe the ways marketing strategies are altered to meet competition</li> </ul> |
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<b>Essential Learning 4</b>	<b>Understand different cultures</b>
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| Critical Content | <ul style="list-style-type: none"> <li>a. identify specific differences in cultural norms and values that may influence marketing</li> <li>b. describe ways cultural differences, both domestic and international, affect marketing activities</li> <li>c. analyze the ways in which changing cultural characteristics impact marketing</li> </ul> |
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**6. Subject Expectation (NBEA Standards)**      **The student will analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process**

<b>Essential Learning 1</b>	<b>Products and Services</b>
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| Critical Content | <ul style="list-style-type: none"> <li>a. identify new products desired by consumers</li> <li>b. describe the process for new product and service development</li> <li>c. explain the functions of packaging and why each is important</li> <li>d. illustrate package design as a product feature</li> <li>e. describe the interaction between brand and price</li> <li>f. recognize the purpose of brands</li> <li>g. identify qualities of an effective brand</li> <li>h. explain the impact of brands on consumer behavior</li> <li>i. define product mix</li> <li>j. illustrate how product mix is impacted by consumer demand</li> <li>k. explain the advantages and disadvantages of extending product lines</li> <li>l. identify the stages of a product life cycle</li> <li>m. identify the product life cycle stage in which a product is located</li> <li>n. identify strategies for managing a product through its life cycle</li> </ul> |
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<b>Essential Learning 2</b>	<b>Placement</b>
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| Critical Content | <ul style="list-style-type: none"> <li>a. explain the role of the different levels of channel distribution</li> <li>b. identify the most efficient means for distributing different types of products and services</li> </ul> |
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<b>Essential Learning 3</b>	<b>Price</b>
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| Critical Content | <ul style="list-style-type: none"> <li>a. explain how price determines what consumers purchase</li> <li>b. identify the factors that influence a product's price</li> <li>c. identify pricing strategies and situations in which each is applicable</li> </ul> |
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**Essential Learning 4****Promotion**

## Critical Content

- a. explain why organizations advertise
- b. explain the ways advertising affects consumers' purchases
- c. evaluate factors used to determine and evaluate media
- d. identify the forms of sales promotions
- e. identify various forms of public relations activities
- f. provide examples of personal selling
- g. demonstrate the steps involved in the personal selling process
- h. analyze the impact of evolving technologies on personal selling

**7. Subject Expectation  
(NBEA Standards)****The student will analyze the role of marketing research in decision making****Essential Learning 1****Analyze Marketing Research**

## Critical Content

- a. identify the reasons for conducting market research
- b. differentiate between primary and secondary sources of data
- c. identify sources of secondary data
- d. identify the methods for collecting primary data
- e. describe the procedures for conducting marketing research
- f. analyze the validity and reliability of market data collected

**8. Subject Expectation  
(NBEA Standards)****The student will describe the elements, design, and purposes of marketing****Essential Learning 1****Understanding and creating a marketing plan**

## Critical Content

- a. explain why a marketing plan is essential
- b. differentiate between short-term and long-term planning
- c. identify the components of a marketing plan
- d. identify the foals of marketing plan
- e. plan strategies to position or reposition a product or service
- f. review the marketing plan to ensure consistency in relation to building customer relationships and the marketing concept

