

# Cornwall-Lebanon School District Curriculum Overview

## Marketing – 10<sup>th</sup> - 12<sup>th</sup> Grade

18 length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1  2	<p align="center"><b><u>What is Marketing?</u></b></p> <p>Students will be able to explain the seven functions of Marketing.</p> <p>Students will be able to discuss the importance of all types of utility.</p> <p>Students will be able to contrast mass marketing and target marketing.</p> <p>Explain each component of the marketing mix.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Marketing functions and Utility</li> <li>➤ Quiz: Marketing Mix and Target marketing</li> <li>➤ Unit 1 Exam</li> </ul>	<p>15.8.12.B</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.E</p> <p>15.9.12.F</p> <p>15.9.12.G</p>
Unit 2  3	<p align="center"><b><u>The Marketing Plan</u></b></p> <p>Students will be able to describe all components and procedures of a SWOT analysis.</p> <p>Students will be able to describe what it takes to make a thorough and specific marketing plan objective.</p> <p>Students will be able to explain all elements of a marketing plan.</p> <p>Students will be able to discuss the dilemma of spending marketing dollars with no absolute way to determine return on investment.</p> <p>Students will be able to evaluate the different strategies of market segmentation.</p> <p>Students will be able to discuss strategies of advertising to different market segments.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: SWOT</li> <li>➤ Quiz: Review of Marketing Plan Writing</li> <li>➤ Unit 2 Exam</li> <li>➤ Project: Mock Marketing Plan for a Real Company</li> </ul>	<p>15.9.12.B</p> <p>15.9.12.K</p> <p>15.9.12.H</p> <p>15.9.12.F</p> <p>15.9.12.G</p>
Unit 3  3	<p align="center"><b><u>Political and Economic Analysis</u></b></p> <p>Students will be able to explain different types of economic resources, such as land, labor, capital, and infrastructure.</p> <p>Students will be able to describe different types of economies, such as traditional, market, command, and mixed.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Economic Resources</li> <li>➤ Quiz: Economies and Government influence</li> <li>➤ Quiz: Review of Basic Economic Concepts</li> <li>➤ Quiz: The P-Q Graph</li> <li>➤ Unit 3 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.B</li> <li>➤ 15.9.12.E</li> <li>➤ 6.1.9.D</li> <li>➤ 6.2.9.D</li> <li>➤ 6.2.9.E</li> </ul>

		<p>Students will be able to contrast and evaluate the merits of capitalism, communism, and socialism.</p> <p>Students will be able to explain basic Economic concepts such as GDP, inflation, standard of living, price indexes, interest rates, and unemployment.</p> <p>Students will be able to contrast an expanding and recessing economy.</p> <p>Students will be able to explain supply and demand by interpreting a Price-Quantity graph.</p>		
Unit 4	2	<p><b>Basics of Business Marketing</b></p> <p>Students will be able to explain copyrights, trademarks, and patents.</p> <p>Students will be able to discuss different types of competition.</p> <p>Students will be able to assess business risks and risk management.</p> <p>Students will be able to explain the relationship of time and technology.</p> <p>Students will be able to calculate the value of consumer loyalty over a long period of time.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Intellectual Property, Risks, and Competition.</li> <li>➤ Essay: The Time-Tech Graph merits</li> <li>➤ Project: Consumer Loyalty Comparison.</li> <li>➤ Unit 4 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.B</li> <li>➤ 15.9.12.E</li> <li>➤ 15.9.12.F</li> <li>➤ 15.9.12.H</li> </ul>
Unit 5	3	<p><b>Production and Pricing</b></p> <p>Students will be able to explain each of the steps of new product development.</p> <p>Students will be able to discuss the product life cycle and how it differs depending upon the product.</p> <p>Students will be able to contrast different pricing strategies, including cost-plus, prestige, odd-even, target, demand, profit objective, market-share objective, bundle, loss-leader, yield-management, price lining, discount-allowance, and discount-liquidation.</p> <p>Students will be able to define prototype, focus group, point of difference, and elasticity of demand.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Product Development Review</li> <li>➤ Quiz: Products in the Product Life Cycle</li> <li>➤ Quiz: Pricing Strategies</li> <li>➤ Essay: Pricing products in the Product Life Cycle</li> <li>➤ Unit 5 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.A</li> <li>➤ 15.9.12.F</li> <li>➤ 15.9.12.H</li> </ul>
Unit 6	2	<p><b>Promotion</b></p> <p>Students will be able to contrast the aspects of the promotional mix, including personal selling, advertising, direct marketing, sales promotion, and public relations.</p> <p>Students will be able to evaluate the advantages of positive and negative publicity.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Review of Promotional Mix</li> <li>➤ Quiz: Selling Techniques</li> <li>➤ Essay: Is all press good press?</li> <li>➤ Essay: Different Positioning Strategies</li> <li>➤ Unit 6 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.B</li> <li>➤ 15.9.12.E</li> <li>➤ 15.9.12.I</li> <li>➤ 15.9.12.K</li> <li>➤ 15.9.12.L</li> </ul>

		<p>Students will be able to compare and contrast push policy and pull policy of promotion.</p> <p>Students will be able to explain sponsorships, endorsements, cross-promotion, and product placement.</p> <p>Students will be able to explain the use of point-of-purchase displays and incentives to encourage impulse buying.</p> <p>Students will be able to define positioning, and explain benefit, user, and competitive positioning.</p>		
Unit 7	1	<p style="text-align: center;"><b><u>Branding and Licensing</u></b></p> <p>Students will be able to explain the importance of good brand development.</p> <p>Students will be able to describe brand equity and provide examples.</p> <p>Students will be able to examine strategies of developing a brand name.</p> <p>Students will be able to evaluate companies that maintain a consistent brand identity over time and those that change their brand identities over time.</p> <p>Students will be able to explain the licensing process.</p> <p>Students will be able to discuss benefits of being a licensor or licensee.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Strategies to Develop a Brand name</li> <li>➤ Quiz: Licensing</li> <li>➤ Essay: Companies and Brand Identities / Brand Equity</li> <li>➤ Unit 7 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.F</li> <li>➤ 15.9.12.B</li> <li>➤ 15.9.12.E</li> </ul>
Unit 8	2	<p style="text-align: center;"><b><u>Market Research</u></b></p> <p>Students will be able to describe the steps in the market research process.</p> <p>Students will be able to discuss advantages to secondary and primary market research.</p> <p>Students will be able to explain the procedure for primary market research experiments.</p> <p>Students will be able to describe data collection methods.</p> <p>Students will be able to contrast qualitative and quantitative research.</p> <p>Students will be able to analyze market research data.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Primary Research</li> <li>➤ Quiz: Quantitative and Qualitative Data</li> <li>➤ Essay: Primary vs. Secondary Research.</li> <li>➤ Essay: Is Marketing worth it?</li> <li>➤ Unit 8 Exam</li> </ul>	<ul style="list-style-type: none"> <li>➤ 15.9.12.C</li> <li>➤ 15.9.12.J</li> </ul>