



## Advanced Marketing 1 Grades 11-12

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# Hazelwood School District

## Mission Statement

In a culture of high expectation and excellence, our students will become lifelong learners equipped with 21<sup>st</sup> Century skills for success as global citizens.

## Core Value Statements

- High student achievement based on multiple measures as we prepare students to become global citizens.
- A diverse staff that is caring, culturally competent, well trained, and highly effective in their roles.
- Holding ourselves accountable for a culture of excellence with high standards in both academics and behavior.
- Maintaining fiscal responsibility of the district's assets and resources while utilizing best financial practices.
- A supportive learning environment that fosters healthy socio-emotional development for all students.
- Preparing students with global thinking and skills to make them productive in college, career, and life in the 21st century.
- Community involvement that drives high parental and community/stakeholder engagement, effective partnerships, and positive relationships with informative communication.

## Goals

Goal 1 – Improve Student Achievement

Goal 2 – Differentiate and Expand Resources and Services for Students

Goal 3 – Enhance Professional Growth

Goal 4 – Maintain Fiscal Responsibility

Goal 5 – Increase Parent and Community Involvement

## Curriculum Overview

### Advanced Marketing 1

Missouri Career Education combines academics and occupational skill training to prepare students of all ages. Training programs are offered in Agriculture, Business, Health Sciences, Family and Consumer Sciences, Skilled Technical Sciences, Technology and Engineering, and Marketing and Cooperative Education. Missouri Career Education prepares Missourians for the 21st century to better serve the needs of students, parents, educators, and employers through challenging, relevant, and accountable programs. Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career. The career cluster of Business, Management, & Technology meets the needs of students interested in the career fields of Information Technology, Marketing, Sales, & Service, Finance, and Business, Management, & Administration (<https://dese.mo.gov>).

Advanced Marketing 1 is an instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research and management. The program utilizes the Marketing Education internship to support classroom instruction.

As part of many pathways in the Hazelwood School District, the students will be able to take this knowledge and apply it to various career paths. Students in this pathway are encouraged to become members of Future Business Leaders of America (FBLA) or Distributive Education Club of America (DECA). This is a Department of Elementary and Secondary Education approved Career and Technical Student Organization.

COURSE TITLE: Advanced Marketing 1

GRADE LEVEL: 11-12

CONTENT AREA: Career and Technical Education

### Course Description

The Advanced Marketing 1 course has been developed as part of the second course in the marketing series to give students an opportunity to delve more deeply into the marketing functions and their application and impact on business operations. Advanced Marketing 1 includes a review of the basics of marketing, market planning, product/service management, and pricing. Students will be using the MBA Research curriculum which will lead them to Advanced Marketing 2 in preparation for the Industry Recognized Credential (IRC) administered at the conclusion of Advanced Marketing 2.

### Course Rationale

Marketing is a multi-faceted, critical business function that is under-girded by such social sciences as economics, psychology, and sociology. Its successful performance depends on the application of mathematics and English principles, the use of scientific problem solving, and the application of technology to marketing situations and problems.

Marketing is a process that involves a variety of activities focused on customers and profitable execution of those activities, including, but not limited to, marketing research, promotion, pricing, product/service management, channel management, and selling. The pace at which marketing activities are changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, off-shoring, mergers, global competition, world markets, and technological innovations. These changes impact the skills, attitudes, and abilities needed for success in today's workplace. Effective Marketing Education provides those skills.

### Course Scope and Sequence

Unit 1: Marketing Basics Review - 13 class periods (90 minutes)	Unit 2: Product/Service Management - 20 class periods (90 minutes)	Unit 3: Pricing – 7 class periods (90 minutes)
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## Course Materials and Resources

- MBA Learning Center subscription, containing MBA Research LAP (Leadership Attitude Performance) Modules
- Marketing Dynamics (4<sup>th</sup> Edition), Clark/Basteri/Gassen/Walker, ©2019, The Goodheart-Willcox Company, 9781631266300 with Student Workbook, Instructor's Resource CD
- DECA yearly released exams, ICDC and Association Exams for teams and individual events, [www.shopdeca.org](http://www.shopdeca.org)
- DECA competitive event study materials, [www.shopdeca.org](http://www.shopdeca.org)
- Marketing Essentials, Farese/Kimbrell/Woloszyk, ©2012, McGraw-Hill, 9780078953125
- Marketing Now Online Resources

## Unit Objectives

### Unit 1

1. The students will be able to define terminology related to basic marketing concepts.
2. The students will be able to explain the concept of marketing strategies.
3. The students will be able to describe marketing functions and related activities.
4. The students will be able to determine economic utilities created by business activities.
5. The students will be able to explain the concept of market and market identification.
6. The students will be able to create a marketing plan.

### Unit 2

1. The students will be able to explain the nature and scope of the product/service management function.
2. The students will be able to explain the concept of product mix.
3. The students will be able to identify and describe the impact of product life cycles on marketing decisions.

4. The students will be able to identify and describe quality assurances to enhance product/service offerings.
5. The students will be able to explain the nature of branding.
6. The students will be able to create a marketing plan.

### **Unit 3**

1. The students will be able to describe and explain the nature and scope of the pricing function.
2. The students will be able to explain factors affecting pricing decisions.
3. The students will be able to create a marketing plan.

## **Essential Terminology/Vocabulary**

**Unit 1:** Behavioral segmentation, channel management, consumer market, consumer, customer, demographic segmentation, distribution, durable good, economy, entrepreneur, ethics, geographic segmentation, good, industrial market, life stage, market planning, market segment/segmentation, marketing concept, marketing function, marketing, marketing-information, mass marketing, nondurable good, place, price, producer, product management, product, promotion, psychographic segmentation, selling, service, socioeconomic status, standard of living, target market.

**Unit 2:** Brainstorming, brand extensions, brand identity, brand insistence, brand licensing, brand name, brand preference, brand promise, brand recognition, brand strategies, brand symbol, brand, broad product mix, bundling, co-branding, complementary product, corporate brands, decline stage, early adopters, family branding, generic brand, growth stage, guarantee, harvesting strategy, individual branding, introduction stage, liquidate, market saturation, maturity stage, mind mapping, national brand, niche, penetration price strategy, private/distributor brand, product brands, product depth, product item, product life cycle, product line, product mix, product obsolescence, product planning, product width, prototype, reverse brainstorming, shallow product mix, skimming price strategy, touch points, trade character, values, warranty.

**Unit 3:** Bait-and-switch, competition-based pricing, markup, price discrimination, price fixing, price, pricing function, pricing objectives, profit, return on investment, unit pricing.