



Advanced Marketing 2 Grades 11-12

Curriculum Committee Members

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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 21st 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 2

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 2 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 2

GRADE LEVEL: 11-12

CONTENT AREA: Career and Technical Education

Course Description

The Advanced Marketing 2 course is a continuation of first semester Advanced Marketing 1. Advanced Marketing 2 is the third 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 2 includes a study of marketing-information management, promotion, selling, and channel management. Advanced Marketing 1 and 2 make up the full-year course taken concurrently with Marketing Internship for students enrolled in cooperative education. 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- Information Management - 10 class periods (90 minutes)	Unit 2: Channel Management - 7 class periods (90 minutes)	Unit 3: Promotion - 16 class periods (90 minutes)
Unit 4: Selling – 7 class periods (90 minutes)		

Course Materials and Resources

- MBA Learning Center subscription, containing MBA Research LAP (Leadership Attitude Performance) Modules
- Marketing Dynamics (4th 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
- DECA competitive event study materials, 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 describe and explain the nature and scope of the marketing-information management function.
2. The students will be able to identify data monitored for marketing decision making.
3. The students will be able to explain the role of ethics in marketing-information management.
4. 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 channel management.
2. The students will be able to explain the nature of channels of distribution.
3. The students will be able to create a marketing plan.

Unit 3

1. The students will be able to explain the nature and scope of the promotion function.
2. The students will be able to identify the elements of the promotional mix.
3. The students will be able to explain types of advertising media.
4. The students will be able to create a marketing plan.

Unit 4

1. The students will be able to explain the nature and scope of the selling function.
2. The students will be able to explain the role of customer service as a component of selling relationships.
3. The students will be able to demonstrate an understanding of sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Essential Terminology/Vocabulary

Unit 1: Competitive advantage, customer relationship management, data, database, environmental scan, external data, information, internal data, market share, marketing research, marketing-information, marketing-information management system, primary data, qualitative data, quantitative data, sales forecasts, secondary data, situation analysis, SWOT analysis.

Unit 2: Agents, brick-and-mortar retailers, channels of distribution, direct channels, exclusive distribution, indirect channels, industrial user, intermediaries, middlemen, physical distribution, producer, retailers, selective distribution, supply chain management, ultimate consumer, wholesalers.

Unit 3: Advertising, broadcast media, convenience product, copy, direct marketing, direct marketing, frequency, headline, institutional promotion, layout, loyalty program, media, news release, personal selling, point-of-purchase display, product promotion, promotion, promotional mix, public relations, publicity, pull promotional strategy, push promotional strategy, sales promotions, shopping product, signature/logo, slogan, social media marketing, specialty product, transit advertising, visual merchandising.

Unit 4: Approach, buying motives, closing the sale, customer service mindset, emotional motives, objection, personal selling, product benefits, product demonstration, product features, prospect, sales follow-up, sales presentation, sales process, selling points, telemarketing.