



Marketing Education Internship Grade 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 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

Marketing Education Internship

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>).

Marketing Education Internship is the capstone course within the Marketing Pathway. Students must be concurrently enrolled in Advanced Marketing 1 and 2 in order to participate in the internship course. Marketing Education Internship is an essential component in the Marketing program of study that builds on core academic instruction, marketing-specific knowledge and skills, and contextual on-the-job training. The Marketing Internship program prepares students for success in postsecondary studies and the workplace.

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). These are Department of Elementary and Secondary Education approved Career and Technical Student Organizations.

COURSE TITLE: Marketing Education Internship

GRADE LEVEL: 12

CONTENT AREA: Career and Technical Education

Course Description:

Students will develop and reinforce skills in application of school experiences in a business setting. They will gain proficiency in using school knowledge for personal and professional benefits in business settings. In this course the students are released from school early for supervised on-the-job training. Students also must be enrolled in Advanced Marketing 1 & 2. Criteria for internship will be identified through the application process.
(Prerequisite: Marketing Fundamentals)

Course Rationale:

The marketing education internship program provides a variety of classroom learning experiences, supervised on-the-job training, and student career-technical organization activities designed to increase student skills and impact success in postsecondary studies and the workplace. Support, training, and learning of these skills will mirror the units presented in the corresponding Advanced Marketing 1 and Advanced Marketing 2 courses.

Course Scope and Sequence

Unit 1 Marketing Basics (Ongoing throughout the school year)	Unit 2 Product/Services Management (Ongoing throughout the school year)	Unit 3 Pricing (Ongoing throughout the school year)
Unit 4 Marketing-Information Management (Ongoing throughout the school year)	Unit 5 Channel Management (Ongoing throughout the school year)	Unit 6 Promotion/Selling (Ongoing throughout the school year)

Course Materials and Resources:

- LAP Modules
- Training Station Agreement
- Rules and Regulations
- Office 2016

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.

Unit 2

1. The students will be able to analyze 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 evaluate the impact of product life cycles on marketing decisions.
4. The students will be able to explain the nature of branding.

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.

Unit 4

1. The students will be able to describe and analyze 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 analyze the role of ethics in marketing-information management.

Unit 5

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.

Unit 6

1. The students will be able to analyze 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 explain the nature and scope of the selling function.
5. The students will be able to evaluate the role of customer service as a component of selling relationships.
6. 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: 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.

Unit 4: 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 5: 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 6: 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. 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.