



Marketing Fundamentals 10-12

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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 Fundamentals

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 Fundamentals is part of an instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system.

As part of many pathways in the Hazelwood School District, the students will be able to take this foundational 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: Marketing Fundamentals

GRADE LEVEL: 10-12

CONTENT AREA: Career and Technical Education

Course Description

Marketing Fundamentals is a single semester course designed to introduce students to the dynamic processes and activities in marketing. The course develops student understanding and skills in the functional area of marketing. Current technology will be used to acquire information and to complete activities. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills. Students are encouraged to join DECA, a nationally recognized, co-curricular student organization. Completion of Marketing Fundamentals meets the prerequisite to enroll in Marketing Internship (cooperative education).

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 Fundamentals provides students with the foundation and skills necessary for preparation of two or four year college studies leading to entry-level employment in the business world. In addition, students develop cooperative skills, attitude, and business applications that enable them to become productive citizens in a global society.

Course Scope and Sequence

Unit 1: Marketing Basics -13 class periods (90 minutes)

Unit 2: The Marketing Mix-13 class periods (90 minutes)

Unit 3: Economics in Marketing-13 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, 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

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 analyze marketing and its importance in a global economy.
3. The students will be able to analyze ethical and legal considerations in marketing and support their conclusions.
4. The students will be able to explain the concept of marketing strategies.
5. The students will be able to describe marketing functions and related activities.
6. The students will be able to analyze economic utilities created by business activities.
7. The students will be able to explain the concept of market and market identification.

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 nature of channels of distribution.
3. The students will be able to explain the nature and scope of the pricing function.
4. The students will be able to explain the role of promotion as a marketing function.

Unit 3

1. The students will be able to explain the types of economic systems.
2. The students will be able to explain the concept of private enterprise.
3. The students will be able to analyze the impact of small business/entrepreneurship on market economies.
4. The students will be able to compare and contrast the principles of supply and demand.
5. The students will be able to explain types of business ownership.

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, integrity, 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, societal marketing concept, socioeconomic status, standard of living, target market.

Unit 2: Advertisement, bundle, channels of distribution, commercialization, direct channel, exchange price, good, indirect channel, industrial user, intermediary, positioning, pricing, producer, producer, product life cycle, product, product/service management, promotion, prototype, pure service, retailer, service, test marketing, ultimate consumer, wholesaler.

Unit 3: Buyer's market, buying power, capital, command economic system, competition, complementary product, corporation, demand, dividends, economic resources, economic

system, elastic demand, entrepreneur, equilibrium point, franchise, hybrid structure, law of demand, law of supply and demand, law of supply, limited liability, market economic system, markets, mixed system, nonprofit, partnership, price-directed system, private corporation, private enterprise, profit motive, profit, public corporation, seller's market, socialist economy, sole proprietorship, stockholder, supply, traditional economic system.