

**Marketing (TBU3210)  
Curriculum Map**

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Marketing Cluster Course Standards</b>	<ul style="list-style-type: none"> <li>• BLK 1.0 (1.1)</li> </ul>	<ul style="list-style-type: none"> <li>• BLK 1.0 (1.1, 1.2, 1.3)</li> <li>• BLK 2.0 (2.1, 2.2, 2.3)</li> </ul>	<ul style="list-style-type: none"> <li>• BLK 1.0 (1.2, 1.3)</li> <li>• BLK 2.0 (2.1, 2.2, 2.3)</li> </ul>	<ul style="list-style-type: none"> <li>• BLK 1.0 (1.2, 1.3, 1.4)</li> <li>• BLK 2.0 (2.1, 2.2, 2.3, 2.4)</li> </ul>
<b>Common Core State Standards</b>	<ul style="list-style-type: none"> <li>• CCSS.ELA-Literacy.RST.11-12.1</li> <li>• CCSS.ELA-Literacy.RST.11-12.2</li> <li>• CCSS.ELA-Literacy.RST.11-12.3</li> <li>• CCSS.ELA-Literacy.RST.11-12.7</li> <li>• CCSS.ELA-Literacy.RST.11-12.8</li> <li>• CCSS.ELA-Literacy.RST.11-12.9</li> <li>• CCSS.ELA-Literacy.WHST.11-12.1</li> <li>• CCSS.ELA-Literacy.WHST.11-12.2</li> <li>• CCSS.ELA-Literacy.WHST.11-12.4</li> <li>• CCSS.ELA-Literacy.WHST.11-12.5</li> <li>• CCSS.ELA-Literacy.WHST.11-12.6</li> <li>• CCSS.ELA-Literacy.WHST.11-12.8</li> <li>• CCSS.ELA-Literacy.WHST.11-12.9</li> <li>• CCSS.Math.Content.HSS-ID.A.4</li> <li>• CCSS.Math.Content.HSS-ID.A.5</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS.ELA-Literacy.L.11-12.1</li> <li>• CCSS.ELA-Literacy.L.11-12.2</li> <li>• CCSS.ELA-Literacy.RST.11-12.3</li> <li>• CCSS.ELA-Literacy.RST.11-12.7</li> <li>• CCSS.ELA-Literacy.RST.11-12.8</li> <li>• CCSS.ELA-Literacy.RST.11-12.9</li> <li>• CCSS.ELA-Literacy.WHST.11-12.1</li> <li>• CCSS.ELA-Literacy.WHST.11-12.2</li> <li>• CCSS.ELA-Literacy.WHST.11-12.4</li> <li>• CCSS.ELA-Literacy.WHST.11-12.5</li> <li>• CCSS.ELA-Literacy.WHST.11-12.6</li> <li>• CCSS.ELA-Literacy.WHST.11-12.8</li> <li>• CCSS.ELA-Literacy.WHST.11-12.9</li> <li>• CCSS.Math.Practice.1</li> <li>• CCSS.Math.Practice.2</li> <li>• CCSS.Math.Practice.3</li> <li>• CCSS.Math.Practice.4</li> <li>• CCSS.Math.Practice.5</li> <li>• CCSS.Math.Practice.6</li> <li>• CCSS.Math.Content.HSS-ID.A.4</li> <li>• CCSS.Math.Content.HSS-ID.A.5</li> <li>• CCSS.Math.Content.HSN-Q.A.1</li> <li>• CCSS.Math.Content.HSN-Q.A.3</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS.ELA-Literacy.L.11-12.1</li> <li>• CCSS.ELA-Literacy.L.11-12.2</li> <li>• CCSS.ELA-Literacy.WHST.11-12.1</li> <li>• CCSS.ELA-Literacy.WHST.11-12.2</li> <li>• CCSS.ELA-Literacy.WHST.11-12.4</li> <li>• CCSS.ELA-Literacy.WHST.11-12.5</li> <li>• CCSS.ELA-Literacy.WHST.11-12.6</li> <li>• CCSS.ELA-Literacy.WHST.11-12.8</li> <li>• CCSS.ELA-Literacy.WHST.11-12.9</li> <li>• CCSS.Math.Practice.1</li> <li>• CCSS.Math.Practice.2</li> <li>• CCSS.Math.Practice.3</li> <li>• CCSS.Math.Practice.4</li> <li>• CCSS.Math.Practice.5</li> <li>• CCSS.Math.Practice.6</li> <li>• CCSS.Math.Content.HSN-Q.A.1</li> <li>• CCSS.Math.Content.HSN-Q.A.3</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS.ELA-Literacy.L.11-12.1</li> <li>• CCSS.ELA-Literacy.RST.11-12.1</li> <li>• CCSS.ELA-Literacy.RST.11-12.2</li> <li>• CCSS.ELA-Literacy.RST.11-12.3</li> <li>• CCSS.ELA-Literacy.RST.11-12.7</li> <li>• CCSS.ELA-Literacy.RST.11-12.8</li> <li>• CCSS.ELA-Literacy.RST.11-12.9</li> <li>• CCSS.ELA-Literacy.SL.11-12.4</li> <li>• CCSS.ELA-Literacy.SL.11-12.5</li> <li>• CCSS.ELA-Literacy.SL.11-12.6</li> <li>• CCSS.ELA-Literacy.WHST.11-12.1</li> <li>• CCSS.ELA-Literacy.WHST.11-12.2</li> <li>• CCSS.ELA-Literacy.WHST.11-12.4</li> <li>• CCSS.ELA-Literacy.WHST.11-12.5</li> <li>• CCSS.ELA-Literacy.WHST.11-12.6</li> <li>• CCSS.ELA-Literacy.WHST.11-12.8</li> <li>• CCSS.ELA-Literacy.WHST.11-12.9</li> <li>• CCSS.Math.Content.HSS-ID.A.4</li> <li>• CCSS.Math.Content.HSS-ID.A.5</li> </ul>
<b>Essential/Compelling Questions</b>	<ol style="list-style-type: none"> <li>1. How is marketing research used to make business decisions?</li> <li>2. What are the different types of data that can be used for analysis in marketing research?</li> </ol>	<ol style="list-style-type: none"> <li>1. What is the process for data analysis?</li> <li>2. What is the marketing mix?</li> <li>3. What is the relationship between costs and expected revenue?</li> <li>4. What is the structure for a marketing plan?</li> <li>5. Why is it important to use proper English when preparing a marketing plan?</li> </ol>	<ol style="list-style-type: none"> <li>1. What is the process for data analysis?</li> <li>2. What is the marketing mix?</li> <li>3. What is the relationship between costs and expected revenue?</li> <li>4. What information should be included in the marketing plan?</li> </ol>	<ol style="list-style-type: none"> <li>1. What are the methods that can be used to evaluate the success of a marketing plan?</li> <li>2. What is the structure for an oral presentation of the marketing plan?</li> <li>3. How can marketing information be synthesized to create a viable marketing plan?</li> </ol>
<b>Supporting Questions</b>	<ol style="list-style-type: none"> <li>1a. What are the steps in the market research process?</li> <li>2a. What is the purpose of a market environment analysis?</li> <li>2b. What information can be extracted from a</li> </ol>	<ol style="list-style-type: none"> <li>1a. What are the steps in analyzing data?</li> <li>1b. How do you determine the validity of the data collected?</li> <li>2a. What are the components of a marketing mix?</li> </ol>	<ol style="list-style-type: none"> <li>1a. Why should businesses continuously collect and analyze data?</li> <li>2a. How does a business use marketing research in the development of a viable marketing mix?</li> <li>4a. Why is the executive summary written upon</li> </ol>	<ol style="list-style-type: none"> <li>1a. What methods can be used to track expenditures?</li> <li>1b. What methods/formulas can be used to calculate earned revenue?</li> <li>1c. What information can be used to determine</li> </ol>

**\*This curriculum map is intended to be used as a guide**

**EXAMPLE Created August 2014**

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
	<p>market environment analysis?            2c. What is the purpose of a consumer market analysis?            2d. What characteristics influence consumer buying behavior?            2e. Why is the development of a customer profile necessary?            2f. What is the purpose of a situation analysis?            2g. Why is it important for a business to analyze its competition?            4h. How does a business purposefully select a target market?</p>	<p>2b. What are the “4 P’s”?            2c. How does a business use research to develop a viable marketing mix?            2d. What is product/service planning?            2e. How does a business determine the most effective pricing strategy?            2f. How does price elasticity and sensitivity affect buying?            2g. How does a business determine distribution?            2h. How do businesses manage inventory?            2i. How does a business determine the most appropriate medium to communicate to their target market?            3a. What is the process/method to calculate costs for the promotional plan?            3b. What resources are necessary to advertise and promote a product/resource?            3c. What are the differences in cost for the various mediums for advertising?            3d. How do businesses calculate revenue projections?            4a. What is the most appropriate format to use when developing the written marketing plan?            4b. How do you organize the marketing plan so that it is easy for the reader to navigate?            5a. What strategies can be used to check for grammar, spelling, punctuation, etc.?</p>	<p>completion of the marketing plan?            4b. What information is included in an executive summary?            5a. What strategies can be used to evaluate the written plan and determine if the necessary information is included?</p>	<p>the effectiveness of the marketing plan?            1d. How do businesses use market research to justify the effectiveness of the plan?            1e. What are indicators of a successfully marketing plan?            2a. What are the components of an effective presentation?            2b. How should a person prepare for a presentation?</p>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Market Research/Analysis               <ul style="list-style-type: none"> <li>– Market Environment Analysis</li> <li>– Consumer Market Analysis</li> <li>– Customer Profile</li> <li>– Situation Analysis</li> </ul> </li> <li>• Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Market Research/Analysis               <ul style="list-style-type: none"> <li>– Market Environment Analysis</li> <li>– Consumer Market Analysis</li> <li>– Customer Profile</li> <li>– Situation Analysis</li> </ul> </li> <li>• Market Strategy Proposal</li> <li>• Budget</li> <li>• Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Market Strategy Proposal</li> <li>• Budget</li> <li>• Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Market Strategy Proposal</li> <li>• Budget</li> <li>• Evaluation Plan</li> <li>• Communication</li> </ul>
<b>Skills and Topics</b>	<p><b>Market Research/Analysis</b></p> <ul style="list-style-type: none"> <li>• Identify the steps in the marketing research process</li> <li>• Define the steps in the marketing research process</li> </ul> <p><b>Market Environment Analysis</b></p> <ul style="list-style-type: none"> <li>• Identify market environmental factors that influence marketing decisions</li> </ul>	<p><b>Market Strategy Proposal</b></p> <ul style="list-style-type: none"> <li>• Identify and define the components of the marketing mix</li> </ul> <p><b>Product/Service Planning</b></p> <ul style="list-style-type: none"> <li>• Identify and describe the features/benefits of a product or product mix</li> <li>• Identify and describe the strengths and weaknesses of the product/service</li> </ul>	<p><b>Market Strategy Proposal</b></p> <ul style="list-style-type: none"> <li>• Develop a viable marketing mix</li> </ul> <p><b>Product/Service Planning</b></p> <ul style="list-style-type: none"> <li>• Develop a product/service plan that include branding, labeling, packaging and extended product features</li> <li>• Use forecasting strategies to determine future product/service viability</li> </ul>	<p><b>Evaluation Plan</b></p> <ul style="list-style-type: none"> <li>• Identify and use methods to track expenditures</li> <li>• Identify and use methods to collect and evaluate data as related to forecasted data</li> <li>• Use market research indicators to justify the effectiveness of the marketing plan</li> <li>• Identify and use methods to document</li> </ul>

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	Quarter 1	Quarter 2	Quarter 3	Quarter 4
	<ul style="list-style-type: none"> <li>Use market environmental factors to justify the identification of opportunities and threats</li> </ul> <p><b>Consumer Market Analysis</b></p> <ul style="list-style-type: none"> <li>Identify buyer characteristics that influence buying behavior</li> <li>Use market research information to evaluate buyer characteristics</li> </ul> <p><b>Customer Profile</b></p> <ul style="list-style-type: none"> <li>Develop a customer profile</li> <li>Analyze influences that affect buying decisions</li> <li>Identify buying roles</li> <li>Illustrate the steps in the buying decision-making process</li> </ul> <p><b>Situation Analysis</b></p> <ul style="list-style-type: none"> <li>Develop a situation analysis that examines current market conditions</li> <li>Compare and contrast the benefits and features of the competitors' product/service</li> <li>Identify external and internal factors affecting the competition</li> <li>Analyze the market share, sales statistics and marketing expenditures of primary competitors</li> </ul>	<ul style="list-style-type: none"> <li>Identify the product's position in the product life cycle</li> <li>Connect the strengths and weaknesses of the product/service to its position in the product life cycle</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>Identify pricing techniques</li> <li>Explain price elasticity</li> <li>Explain price sensitivity</li> <li>Describe the relationship between the product/service and price elasticity and sensitivity</li> <li>Describe the effect of price elasticity and sensitivity on buying</li> </ul> <p><b>Distribution</b></p> <ul style="list-style-type: none"> <li>Define the distribution channel</li> <li>Explain how and where the product/service will be distributed in the marketplace</li> <li>Identify and describe effective methods of inventory control</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>Identify advertising and promotional materials necessary to implement the marketing plan</li> <li>Identify various forms of advertising media</li> <li>Identify the costs to use the various forms of advertising media</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Use strategies to determine the accuracy and relevancy of information</li> <li>Use strategies to anticipate questions or identify issues from the reader of the marketing plan</li> <li>Use strategies to check for proper use of English (i.e. spelling, use of terminology, grammar, punctuation, etc.)</li> <li>Compile the market research and analysis into a formal written marketing plan</li> </ul>	<p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>Use appropriate pricing techniques</li> <li>Justify the use of the selected pricing techniques</li> </ul> <p><b>Distribution</b></p> <ul style="list-style-type: none"> <li>Explain how and where the product/service will be distributed in the marketplace</li> <li>Identify and describe effective methods of inventory control</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>Calculate the costs of implementing the advertising and promotional plan</li> <li>Calculate revenue projections</li> <li>Justify the revenue projections</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Use strategies to determine the accuracy and relevancy of information</li> <li>Use strategies to anticipate questions or identify issues from the reader of the marketing plan</li> <li>Use strategies to check for proper use of English (i.e. spelling, use of terminology, grammar, punctuation, etc.)</li> <li>Compile the market research and analysis into a formal written marketing plan</li> <li>Develop an executive summary for the marketing plan</li> </ul>	<p>research findings</p> <ul style="list-style-type: none"> <li>Use research findings to justify the effectiveness of the marketing plan</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Organize a presentation that is appropriate to the audience</li> <li>Deliver a presentation that details the essential components of the marketing plan</li> <li>Utilize presentation techniques to effectively convey a message</li> </ul>

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Integration of Technology</b>				
<b>Formative Assessments</b>	<p>Lesson/Activity: Marketing Research Process</p> <ul style="list-style-type: none"> <li>Relate the process to students' prior knowledge/experience</li> <li>Model the process</li> <li><b>KWL to teach terminology</b></li> </ul> <p>Formative:</p> <ul style="list-style-type: none"> <li>Check for understanding</li> <li>Simplified version of the marketing research process <ul style="list-style-type: none"> <li>Why students are late/tardy</li> <li>Presentation of the findings</li> </ul> </li> </ul>	<p>Lesson/Activity: Marketing Mix</p> <ul style="list-style-type: none"> <li>Take everyday product, modify to sell to a different target market</li> <li>Work as partner or group of 3</li> <li>Sales pitch (rationale: prep for PBA)</li> <li><b>Marketing thought to teach terminology</b></li> </ul> <p>Formative</p> <ul style="list-style-type: none"> <li>Check for understanding –thumbs up/down</li> <li>Use applications to survey for understanding</li> <li>Find an advertisement that is targeted to a specified market</li> </ul>	<p>Lesson/Activity: Budget</p> <ul style="list-style-type: none"> <li>How to measure effectiveness, ROI</li> <li>Focus on sales projection and rationale</li> <li>How to justify sales projections (capacity, location, promotional events, etc.)</li> <li><b>Google slide to teach terminology</b></li> </ul> <p>Formative</p> <ul style="list-style-type: none"> <li>Exit pass – justify the projections from the activity</li> </ul>	<p>Lesson/Activity: Evaluation</p> <ul style="list-style-type: none"> <li>Analysis of results to determine effectiveness of the plan</li> <li>How to use market indicators to justify findings and measure effectiveness</li> <li><b>Thinking Map (Circle Map) to teach terminology</b></li> </ul> <p>Formative</p> <ul style="list-style-type: none"> <li>Kahoot! quiz</li> </ul>
<b>Summative Assessments</b>	<p>Lesson/Activity: Marketing Research Process</p> <p>Summative:</p> <ul style="list-style-type: none"> <li>Create a marketing report using market research process</li> <li>Rubric to assess</li> </ul>	<p>Lesson/Activity: Marketing Mix</p> <p>Summative</p> <ul style="list-style-type: none"> <li>Formal presentation to justify the 4 Ps</li> </ul>	<p>Lesson/Activity: Marketing Mix</p> <p>Summative</p> <ul style="list-style-type: none"> <li>Apply to business/marketing plan</li> </ul>	<p>Lesson/Activity: Evaluation</p> <p>Summative</p> <ul style="list-style-type: none"> <li>Written evaluation to be included in the marketing plan</li> <li><b>DCAPS Assessment</b></li> </ul>
<b>Performance Assessments</b>				<ul style="list-style-type: none"> <li>Marketing Plan Performance-Based Assessment</li> </ul>