

<p>PA Achievement Standard(s): 15.9.12.B: Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.</p> <p>15.9.12.F: Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p>	
<p>Big Idea/Essential Questions: What are the functions of marketing?</p>	
<p>Competencies: The students will be able to...</p> <ul style="list-style-type: none"> • Explain the components of the marketing mix • Explain the principles of the production and marketing of goods and services • Describe concepts of the market and market identification. 	
<p>Learning Plan</p>	
<p>Suggested Activities/Strategies</p>	<p>Assessment Evidence:</p>
<ul style="list-style-type: none"> • Textbook reading • Discussion • Lesson review questions • Workbook • Guided practice • Critical thinking • Group presentations 	<ul style="list-style-type: none"> • Teacher observation • Presentation • Chapter/unit test • Apprentice Response sheet • Shark Tank Written Reflection