

PA Achievement Standard(s):

15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.

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

15.9.12.K: Create a comprehensive marketing plan

Link for the achievement standard: <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

Big Idea/Essential Questions: How is marketing all around us? What is the marketing plan?

Competencies: The students will be able to...

- Define marketing
- Explain the four foundations of marketing
- List the seven functions of marketing
- Understand the marketing concept
- Analyze the benefits of marketing
- Apply the concept of utility
- Describe the concept of market
- Differentiate consumer and industrial markets
- Describe market share
- Define target market
- List the components of the marketing mix
- Conduct a SWOT Analysis
- List the three key areas of an internal company analysis
- Identify the factors in an environmental scan
- Explain the basic elements of a marketing plan
- Explain the concept of market segmentation
- Analyze a target market
- Differentiate between mass marketing and niche marketing

Unit 1: The World of Marketing Chapters 1-2

Subject/Course: Marketing

Created by: Tara Mrazik

Level: Elective

Estimated Time: 4 weeks

Board Approval Date: 08/22/2016

Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
Classroom PowerPoint presentations Marketing Essentials textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning Personality poster Chapter 2 Google Slides group presentation	Teacher observation of student work Lesson review questions Objective and subjective worksheets pages 1, 3-4, 9-12 Chapter reviews Chapter tests Chapter 2 Google Slides group presentation and rubric Personality poster rubric