

SECONDARY COURSE DESCRIPTION
SECTION A: COURSE CLASSIFICATION

ALAMEDA UNIFIED SCHOOL DISTRICT
 Excellence & Equity For All Students

1. Course Title: <div style="font-size: 1.2em; font-weight: bold; margin-top: 10px;">MARKETING 1</div>	6. Prerequisite(s):
2. Action: <input type="checkbox"/> New Course <input checked="" type="checkbox"/> Course Revision <input type="checkbox"/> Title Change Only	7. Grade Level: 9,10,11
3. Transcript Title/Abbreviation: <div style="font-size: 1.2em; font-weight: bold; margin-top: 10px;">MARKETING 1</div> <small>(For Educational Services)</small>	8. Elective/Required: Elective
4. Transcript Course Code/Course Number: <div style="font-size: 1.2em; font-weight: bold; margin-top: 10px;">RXBI</div> <small>(For Educational Services)</small>	9. Subject Area: Career Technical Education
5. CBEDS Code: <div style="font-size: 1.2em; font-weight: bold; margin-top: 10px;">8310</div> <small>(For Educational Services)</small>	10. Department: CTE
11. Length /Credits: <input type="checkbox"/> 0.5 (half year or semester equivalent) <input checked="" type="checkbox"/> 1.0 (one year equivalent) <input type="checkbox"/> 2.0 (two year equivalent)	
12. Was this course previously approved by UC? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If so, year removed from list: _____	
13. Meets the "____" "G" ____ requirements in the a-g university/college entrance requirement. Approval date: _____ 10/15/19 _____	
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16. Signatures: Department Chair:  Principal:  Acknowledged by Other Principals:  _____ Educational Services:  _____	
16. BOE Approval Signature of Superintendent: _____ Date of Approval: _____	

Marketing 1

Teacher: Derrick Lyons

Revision submitted December 2019

Course overview:

Marketing I focuses on the skills required for professional careers in business marketing and sales. Students will learn to apply marketing concepts, including the four principles of the marketing mix, target marketing, and market segmentation. Students will be introduced to the process of conducting market research needed to make sound business decisions through the systematic gathering, recording, and analysis of data. Through project-based activities, students will be able to demonstrate their knowledge of the five steps of the marketing process: problem definition, obtaining data, data analysis, recommending solutions, and implementing the findings.

Course content:

Unit 1 The World of Marketing

Outcome: Students will be able to demonstrate understanding of the basic principles of marketing and will be able to explain the benefits of marketing. Students will be exposed to the foundation of marketing principles and the scope of practices. Students will be able to demonstrate their knowledge of marketing concepts including the four principles of the marketing mix, target marketing, and market segmentation. Students will gain an understanding of the wide array of careers in marketing.

Marketing is All Around Us

1.1.1 Marketing and the Marketing Concept

1.1.2 The Importance of Marketing

1.1.3 Fundamentals of Marketing

- Describe marketing functions and related activities
- Explain marketing and its importance in a global economy
- Determine forms of economic utility created by marketing activities
- Explain employment opportunities in marketing
- Identify skills needed to enhance career progression

The Marketing Plan

1.2.1 Marketing Planning

1.2.2 Market Segmentation

- Explain marketing and its importance in a global economy
- Explain the concept of competition
- Identify factors affecting a business's profit
- Address the needs of individual personalities
- Explain the role of business in society
- Identify factors a business's profit
- Analyze product information to identify product features and benefits

☐ Unit Assignment(s):

Students will demonstrate an understanding of the functions marketing plays on our culture, sub-cultures and our economy through Group Case Project.

Group Case Project: This is a cumulative analysis of an actual or fictitious company with an emphasis on the Strategic Marketing Mix and environmental SWOTs (Strengths, Weaknesses, Opportunities, Threats) that students will analyze to formulate optimal solutions to existing problems.

Students will learn to evaluate market profiles and to use forecasting techniques, analyze case problems to determine fact, and identify reasons and apply concepts in making marketing decisions. Students will utilize problem-solving techniques in addressing marketing issues.

Activity: Global Economic Development

Students will prepare a three page written report on economic development of a country. Reports will include background information, GDP, Per Capita Income, Balance of Trade, Unemployment Rate, how the country has changed in recent years, what these changes mean for trade, and how a company involved in international business uses this information to make better company decisions.

Activity: International Business Plan

International Business Project – To increase knowledge of international trade, students will write a two page paper addressing their research on a foreign country including what they discovered about the country's people, government, and economy, as well as its imports, exports, and currency.

Unit 2 Economics

Outcome: Students will gain a basic understanding of the principles of economic and political systems. The students will explore the characteristics of the free enterprise system: private ownership, competition, profit and risk. Students will compare the free enterprise system to other economic systems and will analyze the various political systems that control the economy operating within that system.

Political and Economic Analysis

2.3.1 What Is an Economy?

2.3.2 Understanding the Economy

- Explain the types of economic systems
- Explain the concept of economic resources
- Distinguish between economic goods and services
- Describe the nature of economics and economic activities

Global Analysis

2.2.1 International Trade

2.2.2 The Global Marketplace

- Explain the nature of international trade

- Evaluate influences on a nation's ability to trade
- Determine the relationship between government and business
- Identify the impact of cultural and social environments on world trade
- Explain the nature of trade regulations

≡ Unit Assignment(s):

Activity: Group exercise on the Bosley Hair Transplant telemarketing video outlining the steps of the Buyer behavior model.

Students will compare and contrast various buyer behavior models and distribution systems. Students will create an integrated promotional campaign for a specified product or service. Groups will analyze case problems to determine fact, identify reasons, and apply concepts learned in making marketing decisions

Utilize problem solving techniques in dealing with marketing issues.

Activity: Getting to the Target Market

From a selected product category, students will describe their suggested target market for the product and use given questions to develop ideas for product's marketing mix.

Activity: Seven functions of the Market

Given a product, students will demonstrate knowledge of each of the seven marketing functions by illustrating an example of each function.

Activity: The 4 P's.

Using a product, students will determine the economic utility, 4 P's, and market segmentation by creating a poster that can be used as a visual guide and present that poster to the class.

Activity: Understanding the Marketing Mix

Demonstrate understanding of the marketing mix by developing a product out of playdoh® and walking it through the 4 P's which include product, place, price and promotion strategies for the product.

Activity: SWOT Analysis

Students will conduct a SWOT analysis of a given product/company. With this analysis, students will discuss the current target market and market share with suggestions for improvement. They will also write a two-page paper on the effects of the SWOT analysis on their product and marketing mix, what recommendations they would make that the company could change or improve and what they recommend could be done to overcome weaknesses and threats, and what the company could do to expand market share and how they can grow and/or increase profits.

Unit 3 Business and Society

Outcome: Students will explore international business and the basic functions of business. The students will investigate the global marketplace and discuss the principles and practices of international trade. Students will describe the three major functions of business: production, marketing, and management. The students will explore the social responsibilities of business and society with regard to the environment, consumers, and ethics.

The Free Enterprise System

3.5.1 Traits of Private Enterprise

3.5.2 Business Opportunities

- Explain the types of economic systems
- Explain the concept of private enterprise
- Explain the concept of competition
- Determine factors affecting business risk
- Identify factors affecting a business's profit
- Explain the relationship between government and business
- Explain the principles of supply and demand

Legal and Ethical Issues

3.6.1 Government and Laws

3.6.2 Social Responsibilities and Laws

- Explain the role of business in society
- Explain marketing and its importance in a global economy
- Explain the role of business in society
- Treat others fairly at work
- Demonstrate ethical work habits
- Explain the nature of environmental regulations

Unit Assignment(s):

Activity: Detailed Business Proposal

Students will create a detailed business proposal and present business proposal to a group of peers. The project consists of two major parts: 1) the written document, and 2) the oral presentation.

Students will be evaluated on the following:

1. Demonstrate control of grammar, diction, and paragraph and sentence structure and an understanding of English usage
2. Organize information and material appropriately
3. Demonstrate understanding of marketing principles required of business ownership
4. Demonstrate an understanding of consumer behavior
5. Design an effective promotion plan

Unit 4 Skills for Marketing

Outcome: Students will explore the concepts of business, marketing, and technology as well as the basic skills necessary for success in the real world of work. Students will learn about the importance of good communication skills and gain an understanding of the value of teamwork and interpersonal skills. Students will analyze the role technology plays in

business and marketing, as well as the changes that occurred in business and society with the advent of technology. Students will be introduced to the key management functions and techniques for successful business management.

Basic Math Skills

4.7.1 Math Fundamentals

4.7.2 Interpreting Numbers

- Math to Self/Math to Life-is a strategy to see a relationship between a math concept and a real life situation or one's own prior learning.
- Mental Calculations-allows students to think through a problem mentally. This strategy allows students to build their thinking skills and their sense of numerical relationships.
- Teach and Learn-is a strategy that is based on research indicating that the best learning method to increase retention is to teach someone else

Communication Skills

4.8.1 Defining Communication

4.8.2 Speech and Writing

- Explain the nature of effective communications
- Apply effective listening skills
- Make oral presentations
- Explain the nature of written communications
- Use communications technology/systems

Technology For Marketing

4.9.1 Computer Applications

4.9.2 Technology and Marketing

- Identify ways that technology impacts business
- Demonstrate basic computer and technology skills: Word processing, Spreadsheets, Presentations, use the Web, and Database.
- Use technology to create business and marketing projects

Interpersonal Skills

4.10.1 Personal Interactions

4.10.2 Leadership and Teamwork

- Foster positive working relationships
- Identify personality traits important to business
- Participate as a team member
- Explain the nature of leadership in organizations

Management Skills

4.11.1 Management Structures

4.11.2 Management Functions

- Explain the concept of management
- Explain the nature of management/supervisory training
- Describe the role of management in the achievement of quality
- Explain the concept of staff motivation

- Explain the nature of leadership in organizations

Unit Assignment(s):

Activity: Channels of Distribution

Students will be provided with product scenarios and will be asked to produce a chart that identifies the current channel of distribution being used by the company. They will be asked to recommend a channel of distribution or multiple channels for the product. They will also be asked to indicate the intensity of distribution desired for the product and provide rationale for all recommendations. Students will learn how to analyze the how distribution systems are structured.

Activity: E-Commerce

In assigned groups, students will develop an e-commerce company and conduct a situation analysis to support the selection of the business including ideas for purchasing, inventory control, warehousing, and shipping, as well as the website design. Students will learn collaboration skills and marketing concepts including how to use target marketing in e-commerce.

Unit 5 Selling

Outcome: Students will be able to prepare for making a sale through gaining an overview of the selling process. Students will understand how to introduce the initial steps of the sale – approaching customers and determining needs. Students will explain the principles and practices of presenting the product and handling customers' objections. Students will focus on closing the sale through suggestion selling and relationship marketing. Students will gain and understanding of the mathematics involved in retail and business-to-business selling.

Selling Overview

5.12.1 The Sales Function

5.12.2 Sales Career

- Define the role of selling in the national economy
- Determine economic indicators that affect selling
- Evaluate the impact of the international economic climate and international trade on selling

Beginning the Sales Process

5.13.1 Preliminary Activities

5.13.2 First Steps of a Sale

- Identify legal aspects of sales contracts and warranties
- Recognize legal aspects of standardization, grading, and labeling options
- Understand legal aspects pertaining to advertising and pricing
- Analyze ethical responsibilities in relationships with sales personnel, customer/clients, competitors, and vendors

Presenting the Product

5.14.1 Product Presentation

5.14.2 Objections

- Explain the main characteristics of a successful salesperson including; listening, verbal and written communication skills, product knowledge, customer connection, trust worthiness, and power of persuasion
- Demonstrate steps of sales and techniques used in the selling process
- Apply techniques used by salespeople to enhance selling potential and customer satisfaction
- Compare and contrast selling strategies for wholesale and retail environments
- Differentiate between each stage of the customer buying process
- Obtain and analyze product and service information to facilitate the selling process

Closing the Sale

5.15.1 How to Close a Sale

5.15.2 Customer Satisfaction

- Identify sources of demographic data for sales and business planning
- Use personal sales information to guide business activities
- Analyze and use data to identify potential customers and locations for business expansion
- Track consumer spending trends, and analyze data to forecast sales, predict economic conditions, and guide business activities
- Research consumers' needs and wants to identify product/service gaps and to develop, maintain, and improve, products and services

Using Math in Sales

5.16.1 Sales Transactions

5.16.2 Cash Registers

5.16.3 Purchasing, Invoicing, and Shipping

- Math to Self/Math to Life-is a strategy to see a relationship between a math concept and a real life situation or one's own prior learning
- Mental Calculations-allows students to think through a problem mentally. This strategy allows students to build their thinking skills and their sense of numerical relationships
- Teach and Learn-is a strategy that is based on research indicating that the best learning method to increase retention is to teach someone else

≡ Unit Assignment(s):

Travel Project

LET'S TRAVEL! OVERVIEW: Students will participate in the Travel Project that will involve them planning every aspect of a trip. A worksheet will be provided to help you organize your information. Students will learn how to collaborate

1. Your trip may be from 5 to 8 days in length.
2. Group of 4 or More
3. You may *fly, drive, take a train, bus, or ship/ferry* to get to your destinations.
4. You may travel within the United State. Highlighting one State
5. **Grading will take into account the complexity of your trip.**
6. You will have all your math work checked and receive feedback on your worksheets before you begin putting the other pieces of the project together to insure your work is correct.

7. You will have a choice of presenting your trip as a scrapbook/binder, a travel agency brochure, webpage/personal blog or a PowerPoint. If you have another idea you would like me to consider, let me know.

8. Math counts. So does creativity, so have fun, and plan a great trip!

Students will learn to work collaboratively and apply research skills to understand the complexities involved with planning a trip. They will use math skills to calculate the cost of the trip and will use presentation skills to illustrate their knowledge.

Unit 6 Promotion

Outcome: Students will be able to convey the importance of promotional strategies when selling goods and services or developing a business image. Students will be able to describe the concept of promotion and how promotional strategies are coordinated for the appropriate promotional mix. Students will be able to provide an overview of visual merchandising and display concepts. Students will explore the different types of advertising media and students will be able to calculate media costs. Students will discuss the role of advertising agencies as well as the elements of the different advertising mediums. Students will develop and create an advertising plan.

Promotional Concepts and Strategies

6.17.1 The Promotional Mix

6.17.2 Types of Promotion

- Explain the role of promotion as a marketing function
- Identify the elements of the promotional mix
- Develop sales promotion plans
- Analyze the use of specialty promotion
- Develop public relations plan
- Analyze costs/benefits of company participation in community activities

Visual Merchandising and Display

6.18.1 Display Features

6.18.2 Artistic Design

- Explain the use of visual merchandising
- Explain the use of the visual merchandising to create an image
- Explain the types of display arrangements
- Explain the relationship of merchandising and visual merchandising
- Evaluate and prepare merchandising displays

Advertising

6.19.1 Advertising Media

6.19.2 Media Rates

- Explain the types of advertising media
- Evaluate the effectiveness of advertising
- Select advertising media and calculate the media costs
- Explain the use of advertising agencies

- Explain the components of advertisements
- Explore and describe the use of technology in the promotion function
- Create various advertisements through a variety of mediums

Print Advertisements

6.20.1 Elements of Advertising

6.20.2 Advertising Layout

- Interpret and explain terminology and practices specific to the Marketing, Sales, and Services sector
- Comply with the rules, regulations, and expectations of all aspects of the Marketing, Sales, and Services sector
- Construct projects and products specific to the Marketing, Sales, and Services sector requirements and expectations
- Collaborate with industry experts for specific technical knowledge and skills
- Integrate the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions

≡ Unit Assignment(s):

Activity: Promotion

In assigned groups, students will develop an advertising campaign for a product. Students will create a slogan and pitch for a product of their choice and create a 30 second commercial. Commercials will be presented to the class and class members will critique the commercials using a rubric. Learning outcomes include collaboration skills, media production skills and an understanding of the elements of effective advertising.

Unit 7 Distribution

Outcome: Students will be able to explain how products are distributed and sold. Students will focus on the nature and scope of physical distribution, such as transportation, systems, and storage. Students will examine the purchasing function as part of marketing. Students will discuss stock handling, inventory control, and stock management.

Channels of Distribution

7.21.1 Distribution

7.21.2 Distribution Planning

- Use critical thinking to generate and respond logically to literal, inferential, and evaluative questions about the text
- Identify and synthesize resources to make decisions, complete tasks, and solve specific problems
- Analyze multiple texts addressing the same topic to determine how authors reach similar or different conclusions

Physical Distribution

7.22.1 Transportation

7.22.2 Inventory Storage

- Identify and understand transportation options such as rail, air, road, and sea
- Define the different types of process controls available

- Describe hazardous and nonhazardous materials handling. A3.4 Understand process controls, from planning to completion
- Determine the uses of information systems in the order fulfillment process
- Determine the effects of government regulations on stock handling techniques and warehousing.
- Explore the functions of the shipping and receiving process in the success of the distribution function
- Evaluate types of inventory controls

Purchasing

7.23.1 The Role of the Buyer

7.23.2 The Purchasing Process

- Discuss legal and ethical considerations in providing financial advice, buying or selling securities, insurance or real estate, and borrowing or lending money
- Examine the environments in which securities and investments services are offered, including securities sales agents, securities and investment firms, and securities markets
- Determine client needs and wants and develop and present a written investment recommendation to the client using standard writing conventions
- Scrutinize lending and borrowing practices

Stock Handling and Inventory Control

7.24.1 Stock Handling

7.24.2 Inventory Control

- Use planning and control principles to evaluate the performance of an organization
- Discuss state and federal regulation of the accounting industry

≡ Unit Assignment(s):

Activity: Cereal Project

As a team (2 members), complete the following:

1. Target Market- choose the target demographic for your product
2. Product - create a wet or dry cereal
3. Product Design - determine the contents of your cereal
4. Price your Product – determine price for producers, for retailers, for consumers
5. Promotion of your Product - produce an attractive package for your cereal and one promotional tool
6. Placement - determine the best place to promote and offer your product
7. Each team is responsible for a written report and presentation

Learning outcomes include an understanding of product design, target marketing, and product placement.

Unit 8 Pricing

Outcome: Students will explore the importance of price and factors that affect the pricing decision. Students will be able to explain pricing policies and strategies as well as how pricing decisions are made. Students will be able to teach pricing computations and calculate markups, markdowns, and discounts, and discuss the profit-and-loss statement connection to pricing.

Price Planning

8.25.1 Price Planning Issues

8.25.2 Price Planning Factors

- Identify factors of production needed to create wealth
- Explain the role of business in a free-enterprise system
- Recognize the determinants of supply and demand and their impact on pricing

Pricing Strategies

8.26.1 Basic Pricing Policies

8.26.2 Pricing Process Strategies

- Describe factors that affect the value of an asset, inflation, interest rates, risk, and return
- Determine investment and finance options available at different stages of a business or product life cycle
- Compare and interpret financial reports for internal and external use to analyze risk and return to make business decisions

Pricing Math

8.27.1 Calculating Prices

8.27.2 Calculating Discounts

- Compare the variety of ways in which funds are transferred in foreign trade
- Analyze factors that affect currency and exchange rates
- Formulate an insurance and risk management plan
- Explain the importance of actuarial science in the insurance industry
- Compare and contrast risk management methods of avoidance, reduction, assumption, and shifting
- Analyze choices available to consumers for protection against risk and financial loss
- Identify main operations and evaluate services provided by financial institutions

☐ Unit Assignment(s):

Activity: Pricing Exercise

Using scenarios provided by the instructor, students will utilize the six steps of determining a price to demonstrate how a new product would be priced by a manufacturer.

Activity: Feature/Benefit Sales Pitch

Using an assigned product, students will prepare a sales presentation listing at least five features and five corresponding benefits of the product.

Activity: The Seven Steps

Each student will determine an item or service that he/she would like to sell in a business-to-business, retail, or outside sales situation. The student will research the product or service, describe each step involved in the Seven Steps of Selling, determine how the product or service will be provided to the customer and prepare a written report of the steps. The student will then participate in a role-playing activity with a student or teacher as the customer to make the sale.

Learning outcomes include learning to incorporate price planning factors and strategies and implementing the Seven Steps of Selling to "sell" a product to a customer (the instructor).

Unit 9 Marketing Information Management

Outcome: Students will explore marketing information management and understand its importance, the major areas of marketing research, and the steps performed in the marketing research process. Students will be introduced to the process of getting the marketing information needed to make sound business decisions through a systematic gathering, recording, and analyzing of data. Students will define the five steps of the marketing process: problem definition, obtaining data, data analysis, recommending solutions, and implementing the findings.

Marketing Research

9.28.1 Marketing Information

9.28.2 Issues in Marketing Research

- Explain the concept of economic resources
- Explain the principles of supply and demand
- Assess marketing information needs
- Conduct competitive analysis

Conducting Marketing Research

9.29.1 Marketing Research

9.29.2 The Marketing Survey

- Explain the importance of public relations
- Summarize the effectiveness of different types of advertising media
- Understand the nature, scope and factors affecting the pricing function
- Discern between the major types of sales promotion

≡ Unit Assignment(s):

Activity: Cruise Project

Objective:

Your objective for this project is to design a cruise line including a cruise ship itinerary, shore excursions, and activities for that cruise line. Detailed instructions are below:

Cruise Industry Overview:

Cruising is a multi-billion dollar industry, which continues to grow and gain popularity around the world. Cruising is good for local economies in ports-of-call all over the globe. Cruise lines provide jobs for tens-of-thousands of people. During the course of this project, you will begin to gain a better understanding of the cruise industry and its impact on the economy of the United States and other countries. Cruise lines and cruise ships are very diverse. Mega-ships are becoming popular with cruise lines such as Royal Caribbean and Carnival because they appeal to a mass market. Smaller ships are becoming more popular with cruise lines such as Windstar because they appeal more to an older and wealthier clientele.

Cruise itineraries last anywhere from 3 nights to 21 nights. The longer the cruise, the more expensive the cruise becomes. Cruising is popular with singles, families, newlyweds, retirees. There is a cruise available for almost any age group, price range, or interest.

The Cruise Line Project is a partner presentation, which will allow for you to research and develop your ideas of what factors go into having a successful hospitality business. This project covers everything that we have covered up to this point in the class including: Understanding your Target Market; knowing your competitors; developing and adapting your ideas for the best chance of success. When creating your Cruise Line, the number one thing to think about is the customer and the experience you are trying to create. You will have one week of in-class time to work on this project. Please make time outside of class to meet to work on the project. The main idea of this presentation is to persuade me to go with your Cruise Line by providing as much information as possible.

Students will demonstrate knowledge gained in the course that we have covered up to this point in the class including: Understanding your Target Market; knowing your competitors; developing and adapting your ideas for the best chance of success.

Unit 10 Product and Service Management

Outcome: Students will be able to explain how businesses plan their products to produce and sell. Students will explore the nature and scope of branding in product planning. Students will examine the various types of warranties and credit offerings provided by businesses to support products.

Product Planning**10.30.1 Product Development****10.30.2 Sustaining Product Sales**

- Identify the relationships between space, color, image, and content
- Demonstrate the graphic design principles and the utilization of the grid system in applying those principles
- Create a basic layout applying images, text, and typography
- Create and choose font styles

Branding, Packaging, and Labeling**10.31.1 Branding****10.31.2 Packaging and Labeling**

- Explain how various processes may be used to produce multiple-imaged copies
- Identify the variables that affect the image transfer process
- Produce a single-color and multicolor quality project applying the procedures and image transfer processes with a minimum of waste.

Extended Product Features

10.32.1 Warranties

10.32.2 Credit

Unit Assignment(s):**Activity: 70'S Project**

Project Goals: This project allows students to examine two different time periods and compare marketing strategies of a product or service of their choosing.

Project Materials: Computers will be utilized for research and writing the two-page paper. The paper will consist of information comparing marketing strategies used today with strategies employed by businesses in the 1970s. You will also need to raid you parent's closet because the presentation will be given in 70's attire.

Project Objective: I wasn't born in the 70's, but I have always been fascinated with that time period and this project is meant to be a fun research presentation of the 70's era. In teams of two, you will pick a Product/Service and research how that particular company marketed that Product/Service. This project will make you aware of strategies and marketing techniques that were utilize in the past and understand which techniques are still being used. As you will learn, techniques are constantly being recycled and revised to fit that particular company's style of marketing strategies.

Lesson Description: You will be provided with 3 days in class to finish this Project in a timely matter, but time outside of class is necessary to complete this Project. Teams must include the following criteria that will be provided in the instructional rubric that will be used to evaluate your projects:

1. 70's Product/Service
2. Design a 70's Style Poster
3. Paper (2-Page, double spaced) explaining/comparing the different Marketing strategies utilized today and during the 70's
4. Power Point Presentation
5. Background 70's Song
6. YouTube 70's Commercial of your product (only if the product or service has one)
7. 5-8 Minute Presentation (70's Presentation Attire)
8. Target Market

Assessment/Evaluation:

1. Did you cover and compare Marketing Strategies?
2. How well did you present your findings?
3. Did you turn in your paper?
4. Did you dress in 70's attire?

Learning outcomes include research skills, evaluating marketing strategies used in Product/Services, and the ability to communicate effectively in writing and through presentation skills.

Unit 11 Entrepreneurship and Finance

Outcome: Students will investigate the role of entrepreneurship and the finances required in entrepreneurship. Students will be introduced to the process of starting and managing a business. Students will explore the economic, natural, and human risks inherent in business ownership. Students will discuss how potential business owners create a business plan to give an overall picture of a proposed business to potential investors and lenders. Students will identify capital needs for business and will learn to develop a financial plan that will meet those needs.

Entrepreneurial Concepts

11.33.1 Entrepreneurship

11.33.2 Business Ownership

- Explain the concept of private enterprise
- Identify speculative business risks
- Explain the types of business risk
- Identify desirable personality traits important to business
- Explain employment opportunities in business
- Identify the forms of business ownership
- Explain legal issues affecting business

Risk Management

11.34.1 Business Risk Management

11.34.2 Handling Business Risk

- Explain the nature of risk management
- Explain types of business risk
- Explain routine security precautions
- Develop business plan

Developing a Business Plan

11.35.1 The Business Plan

11.35.2 Marketing and Financial Plans

- Plan and organize the work efforts of others
- Explain the nature of marketing plans
- Explain the nature and scope of financing
- Determine financing needed to start a business
- Explain the nature of marketing plans
- Explain the nature and scope of financing
- Determine financing needed to start a business
- Describe sources of financing for businesses

Financing the Business

11.36.1 Financial Analysis

11.36.2 Financial Statements

- Explain the nature of business plans
- Interpret financial statements
- Explain the concept of accounting
- Explain the nature of balance sheets
- Describe the nature of cash-flow statements

Unit Assignment(s):

Activity: Creating and Marketing a Theme Park

Essential Question: How does the creation and marketing of a theme park allow for product differentiation?

For this project you will work in teams consisting of 2 students. Teams will create a proposal for a NEW theme park. Your proposal can be for a traditional theme park or a themed water park. Remember, an amusement park is NOT the same thing as a theme park.

You will need a tri-fold presentation board measuring 48 inches x 36 inches. This is the standard size board used for science fair projects.

On the Center Panel of the Presentation Board

- Name of theme park
- Promotional slogan
- Map of the park using numbers or letters to designate rides and attractions.
- Map legend to name and describe the numbered attractions
- Include 6 rides. Name the rides and give a brief description of each
- Include 2 additional attractions. Name each attraction and give a brief description of each
- Include 2 restaurants. Name each restaurant and include some creative menu items.
- Include 2 gift shops. Give each a creative name
- Include the Front Gate, Guest Services, First Aid Stations, and Restrooms

On the Right Panel of the Presentation Board

The Target Market

- Your description of the target market should include a discussion of demographics – age, gender, income
- Explain WHY this is the appropriate target market for this theme park
- Explain WHY you decided to target this market segment
- Include a photo representing the target market

Pricing Strategies

- Provide daily admission rates and multiple day rates
- Provide the season pass rates and what, if anything will be bundled with the season pass
- Will you offer express passes? If so, state the price and give a description of the benefits

Global Marketing Opportunities

- While your first theme park will be located in the United States, explain the opportunities that exist for global expansion
- Assume that your second theme park will be located in another country; include a map of that country
- Include a statement explaining WHY this country would be the best choice for the opening of your second park.

On the Left Panel of the Presentation Board

Proposed Location of the Theme Park

- Include a map of the United States indicating WHERE your theme park will be located.
- Describe several advantages of this location

- You should include some advantages for this location that directly relate to the theme of the theme park

Celebrity Endorser

- Include a picture your celebrity
- The celebrity endorser may be a living person, a deceased person, or a fictional character
- Include a statement explaining WHY you selected this person as your celebrity endorser
- Explain how this person represents the theme of the new park while appealing to the target market

Product Tie-ins and Merchandising

- Provide an example of a product tie-in
- List product tie-ins that will be offered in the gift shops – be creative
- Explain WHY you have selected these products
- These products should specifically appeal to the target market
- Include a photo or photos of product tie-ins. You may also include an actual example of the product tie-in

You will include a minimum of 3 actual examples of product tie-ins. These examples will be displayed along with your tri-fold display board.

Time Line for the Project

Week #1

Research existing theme parks and generate theme parks ideas

Decide on theme and slogan for the proposed park

Complete the map and the map legend

Decide on the location of the theme park

Complete the celebrity endorser section

Complete the product tie-ins section

Week #2

Complete the description of the target market

Complete the discussion of pricing strategies

Complete the discussion of global marketing

Attach all materials to the tri-fold display board

Set-up display board with product tie-in examples

Learning outcomes include an understanding of entrepreneurial concepts involved in creating a new business that involves identifying target market, pricing, location and global expansion. In addition students will learn to work collaboratively and use presentation skills to present their learning.

Unit 12 Career Development

Outcome: Students will be able to describe the practical aspects of planning a career. Students will be introduced to the means for identifying and researching career possibilities and students will prepare a plan of action when a career choice has been made. Students will explore proven methods for conducting a job search.

Identifying Career Opportunities

12.37.1 Define Goals

12.37.2 Careers in Marketing

Finding and Applying for a Job

12.38.1 Finding a Job

12.38.2 Applying for a Job

Unit Assignment(s):

Activity: Career Plan

Students will write a one-page paper identifying a potential career they want to pursue that includes a minimum of five specific steps they will need to take to move closer to achieving that career.

Learning outcomes include understanding how to conduct career research, complete a job application, and learning about careers in business marketing and other professions.

Course Materials

Textbooks

Title	Author	Publisher	Edition	Website	Primary
Marketing Essentials	Lois Schneider Farese, Grade Kimbrell, Carl A. Woloszyk	Glencoe McGraw-Hill	2016 1st Edition	https://www.mheducation.com/prek-12/program/glencoe-marketing-essentials-20162016/MKTSP-RHH07M0.html?page=1&sortby=title&order=asc&bu=seg	Yes

Grading: In order to receive a passing grade, students must maintain at least a 70% grade average. Grades are based on points earned throughout the course; completion of class assignments, presentations, work ethic, attendance, as well as participation in professional dress days.

GRADING: Performance is “weighted” according to the listed percentage.		
20%	Classroom participation, work & preparation; class poor preparation is penalized	
20%	Business attire, business behavior	Poor attendance, late arrival is poor business behavior!
20%	Tests and quizzes	Many quizzes, some unannounced
15%	Attendance	
25%	Final Business Plan	
100%	Total	