



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES & SERVICE

PATHWAY: Marketing and Management

COURSE: Advanced Marketing

UNIT 11: Communication in Marketing



INTRODUCTION

Annotation:

In this unit, students will view several marketing presentations, analyze how communication is vital to marketing efforts, discover what makes an effective presentation, and create their own presentation.

Grade(s):

X	9 th
X	10 th
X	11 th
X	12 th

Time:

7 – 50 minute class periods

Author:

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Additional Author(s):

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards: Please list the standard and elements covered.

MKT-AM-11 Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.

- a. Discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.
- b. Describe the use of journals and periodicals as resources for professional development.
- c. Examine the use of telecommunications to conduct business with customers and vendors.
- d. List the steps necessary to prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, and sales report as a team project.
- e. Outline the steps necessary to prepare an electronic presentation for promotional use in the community as a team project.
- f. Analyze trade journals and periodicals as resources for professional development.
- g. Define methods of telecommunications that may be used to conduct business with customers and vendors.

GPS Academic Standards:

ELA11C1 The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

ELA12LSV2 The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.

ELA12W3 The student uses research and technology to support writing.



UNDERSTANDINGS & GOALS

Enduring Understandings: Enduring understandings are statements summarizing important ideas and have lasting value beyond the classroom. They synthesize what students should understand – not just know.

- Communication plays a vital role in the world of marketing. Without proper communication skills, many aspects of business would not be successful. This unit will allow students to become aware of what makes a presentation effective and what forms of communications are sometimes used in business.

Essential Questions: Essential questions probe for deeper meaning and understanding while fostering the development of critical thinking and problem-solving skills. Example: Why is life-long learning important in the modern workplace?

- What is the importance of communication in the scope of marketing?
- How is research and technology used in marketing?
- What is the importance in preparing an electronic presentation for promotional use?

Knowledge from this Unit: Factual information.

- Students will discuss the use of electronic presentation in demonstrations, sales meetings, staff meetings, and sales reports.

Skills from this Unit: Performance.

- Students will be able to outline the steps necessary to prepare an electronic presentation for promotional use in the community as a team project.



ASSESSMENT(S)

Assessment Method Type: Select one or more of the following. Please consider the type(s) of differentiated instruction you will be using in the classroom.

- ☐ Pre-test
- ☒ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☐ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☒ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☒ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

MKT-AM-11 Communication Test

Assessment(s) Description/Directions:

This assessment consists of multiple choice, T/F, and matching questions based on the communications unit covered.

Attachments for Assessment(s): Please list.

Test and Answer key attached. (Test adapted from Mcgarity/Rountree version 2008)



LEARNING EXPERIENCES

Instructional planning: Include lessons, activities and other learning experiences in this section with a brief description of the activities to ensure student acquisition of the knowledge and skills addressed in the standards. Complete the sequence of instruction for each lesson/task in the unit.

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

MKT-AM-11 Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.

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- Analyze trade journals and periodicals as resources for professional development.
- Define methods of telecommunications that may be used to conduct business with customers and vendors.

2. Review Essential Questions.

- What is the importance of communication in the scope of marketing?
- How is research and technology used in marketing?
- What is the importance in preparing an electronic presentation for promotional use?

3. Identify and review the unit vocabulary.

4. Pre-Unit Review.

PP- MKT-AM-11 Communication Skills

Day 1

1. Introduction: You have to start this lesson with the 4 minutes video clip (<http://video.google.com/videoplay?docid=2070076571210762515&q=power+point+presentation&total=897&start=0&num=10&so=0&type=search&plindex=3>) "How Not to Use Power Point" by comedian Don McMillan.
2. Next show the video clip for more helpful information on doing a power point presentation - <http://video.google.com/videoplay?docid=8886728292643867819&q=power+point+presentation&total=897&start=0&num=10&so=0&type=search&plindex=5>
3. Open the power point presentation "Electronic Presentations" (MKT-AM-11 Electronic Presentations.) Go through the presentation trying to be really bad. The presentation is very bland, black and white. Let students point out why the presentation would be very ineffective.
4. Go back through the presentation and let students help you add to the presentation, adding color, changing fonts, adding customer animations, etc. Reflect with students on the new presentation.

Day 2

1. Assignment: Divide students into groups of 3 or 4, what ever you are comfortable with. With this lesson, students will be creating 2 Power Point Presentations. The first one will be a demonstration presentation outlining the steps necessary to prepare an electronic presentation. The second presentation will be for promotional use in the community as a team project. Give each student a copy of the handout "Power Point Presentation Projects Guidelines" (MKT-AM-11 Power Point Presentation Projects Guidelines.) You can use the "Power Point Presentation Rubric" (MKT-AM-11 Power Point Presentation Rubric) to grade both presentations.
2. There is a "Sample Presentation" file (MKT-AM-11 Sample Presentation) in the folder that explains how to put a presentation together. You might show this after groups are made and you've covered the guidelines for the project. It will be a good demonstration of what their first presentation should look like.
3. This is an advanced marketing course, so the students should really be responsible for the research on these topics. I have included many, many resources for electronic presentations in the "Additional Elements" section below. You can copy them into a word document and supply it to them for their research.

Day 3

1. Today you will cover Communication in Business. View the MKT-AM-11 Communication in Business PP.
2. Supplemental Handout (MKT-AM-11 Email Etiquette Handout)
3. Announce Communication Test

Day 4 thru 7

Students will use the remaining days to research and prepare presentations. Day 6 can be presentation day if students are prepared.

***include a day for test

Additional Elements

1. A resource for improving presentation skills - <http://lorien.ncl.ac.uk/ming/dept/Tips/present/present.htm>
2. More resources for improving presentation skills - <http://www.nwlink.com/~donclark/leader/leadpres.html#prepare>
3. Free clip art for power point presentations - <http://register.free-clip-art.net/download/index.aspx?sx=c212d348-6f07-46bf-8073-dc8d4969a458>
4. Free icons and clip art - http://www.kidsdomain.com/clip/?source=googleadwords&campaign=cga?keyword=clip+art&WT.srch=1&s_kwcid=ContentNetwork|564620483
5. Presentation helper - http://www.presentationhelper.co.uk/Essential_Presentation_skills.htm
6. Guidelines for successful electronic presentations - http://www.entsoc.org/annual_meeting/current_meeting/submit/papers/guidelines.htm
7. Power point tutorials - http://www.cateach.org/Tutorials/Live_tutorials/powerpoint/powerpoint.htm
8. Presentation Planning Worksheet - http://www.newentrepreneur.com/Resources/Worksheets/Pres_Wk_Sht/Pres_Plan/pr es_plan.html
9. To add music to a presentation - <http://office.microsoft.com/en-us/powerpoint/HA100950601033.aspx>
10. Keys to a great sales presentation - <http://www.allbusiness.com/sales/selling-techniques/809-2.html>
11. 10 Tips for Winning Sales Presentations - <http://www.businessknowhow.com/marketing/winslspres.htm>

12. Sample Power Point presentation, tips for a business presentation – Saved in the folder as “Sample Presentation”
13. You can do a Google Search for videos “Power Point Presentation”. You will get tons of results, some serious and some funny. You could show one of each on each day you work on this lesson.

4. Assessment Activity.

Attachments for Learning Experiences: Please list.

Notes & Reflections: May include notes to the teacher, pre-requisite knowledge & skills, suggestions, etc.



CULMINATING PERFORMANCE TASK (Optional)

Culminating Unit Performance Task Title:

MKT-AM-11 PowerPoint Presentation Projects

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Presentation One – “Guidelines for a Great Power Point Presentation”

Presentation Two – “Community Promotion Team Presentation”

Assignment: Divide students into groups of 3 or 4, whatever you are comfortable with. With this lesson, students will be creating 2 Power Point Presentations. The first one will be a demonstration presentation outlining the steps necessary to prepare an electronic presentation. The second presentation will be for promotional use in the community as a team project. Give each student a copy of the handout “Power Point Presentation Projects Guidelines”. You can use the “Power Point Presentation Rubric” to grade both presentations.

There is a “Sample Presentation” file in the folder that explains how to put a presentation together. You might show this after groups are made and you’ve covered the guidelines for the project. It will be a good demonstration of what their first presentation should look like.

Attachments for Culminating Performance Task: Please list.

MKT-AM-11 Power Point Presentation Rubric

MKT-AM-11 PowerPoint Presentation Projects and Guidelines



UNIT RESOURCES

Web Resources:

Attachment(s): Supplemental files not listed in assessment, learning experiences, and performance task.

Materials & Equipment:

What 21st Century Technology was used in this unit:

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input type="checkbox"/>	Website		