



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing and Management
COURSE: Advanced Marketing
UNIT 6: Marketing Activities in Business



INTRODUCTION

Annotation:

In this unit, students will review the components of the marketing mix, illustrate the importance of reaching your identified target market, prepare a business plan, compare and contrast legal considerations for businesses and consumers, and examine the role of social responsibility and marketing.

Grade(s):

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

Time:

6-10 50 Minute Periods

Author:

Revised by Meghan Hatcher

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-6 Examine marketing activities and related legal considerations to facilitate business development and growth.

- a. Apply the components of the marketing mix.
- b. Defend the importance of market identification and segmentation to the success of the marketing business.
- c. Analyze the components of a marketing plan.
- d. Analyze current trends in marketing.
- e. Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.
- f. Determine the impact of environmental protection laws of marketing.
- g. Determine unfair business practices.
- h. Analyze the impact of employee theft.
- i. Critique consumer protection laws and agencies.

GPS Academic Standards:

ELA12W1 The student produces writing that establishes an appropriate organized structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

MM2D2. Students will determine an algebraic model to quantify the association between two quantitative variables.

SSEF5 Students will describe the roles of government in a market economy.



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.

- Students will generate an understanding of the importance in identifying your target market. They will be able to reposition a well known product into a new target market.

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?

- Why is it important to recognize a target market?
- Why is it important to understand the legal repercussions for businesses for business that do not abide by consumer protections laws?

Knowledge from this Unit: Factual information.

- Students will take a look at consumer protection laws and legal implications for businesses.
- Students will look at the recent increase in employee theft due to the current economic state.

Skills from this Unit: Performance.

- Students will relate information learned and reviewed to the business environment increasing their advanced knowledge in business tasks are procedures relation to marketing.

- Students will create a mini business plan which will cover many standards. Students will also be able to try out their plan and their creation.



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:

Online Quiz – Marketing Mix and Market Segmentation

Assessment(s) Description/Directions:

The following link is an online quiz that you can use to cover a portion of this unit. Being that this is an advanced course, the information provided should be review.

<http://tutor2u.net/quiz/marketing/default.asp>

**You will need computers with internet connection or a projector.

This particular site offers quizzes for different marketing subject areas. You may be able to use it somewhere else in your classes as well.



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-6 Examine marketing activities and related legal considerations to facilitate business development and growth.

- a. Apply the components of the marketing mix.
- b. Defend the importance of market identification and segmentation to the success of the marketing business.
- c. Analyze the components of a marketing plan.
- d. Analyze current trends in marketing.
- e. Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.
- f. Determine the impact of environmental protection laws of marketing.
- g. Determine unfair business practices.
- h. Analyze the impact of employee theft.
- i. Critique consumer protection laws and agencies.

2. Review Essential Questions.

- Why is it important to recognize a target market?
- Why is it important to understand the legal repercussions for businesses for business that do not abide by consumer protections laws?

3. Identify and review the unit vocabulary.

Day 1:

Marketing Mix Review

-MKT-AM-6 The Marketing Mix

-Online

-Activity: Identify the marketing mix for a popular product

Day 2:

Market Segmentation

-MKT-AM-6 Segmenting and Targeting Markets

-MKT-AM-6 Segmentation Activities

-Discuss the importance of a company identifying their target market

Day 3:

MKT-AM-6 Getting to know the competition

Day 4:

Social Responsibility

-MKT-AM-6 Increasing social responsibilities

-Activity: Have students illustrate different consumer protection laws and present to the class

Day 5:

Shrinkage

-Current events on employee theft and implications

-MKT-AM-6 Employee theft current event

Days 6-10:

Business Simulation

-MKT-AM-6 Popcorn Business Development

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-6 Popcorn Business Development

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

The attached file gives detailed instructions for the simulation. You can choose your level of involvement with the project. Having the students actually sell the popcorn is always a hit. You will need to divide the class up into working groups. This project works well at the end of the unit.

Attachments for Culminating Performance Task: Please list.



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		