



MARKETING SALES AND SERVICE

PATHWAY: Marketing Communications and Promotion

COURSE: E-marketing

UNIT 5: The E-marketing Mix



INTRODUCTION

Annotation:

In this lesson students will create original products or services to be marketed and sold strictly online. They will apply the entire marketing mix to this product or service.

Grade(s):

	9 th
X	10 th
X	11 th
X	12 th

Time: 3 – 50 minute periods

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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:

MKT-EM-5. Students will analyze the role of E-marketing in the marketing mix.

- a. Define marketing mix.
- b. Differentiate between a good and a service.
- c. Explain the importance of designing a website to attract the target market of the business.
- d. Differentiate between business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C) in relationship to E-marketing.

GPS Academic Standards:

SSEMI1. The student will describe how households, businesses and governments are interdependent and interact through flows of goods, services and money.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- At the end of this lesson students will be able to apply the parts of the marketing mix to real-life situations.
- Students will demonstrate an understanding of the fundamental differences between a product and service.

Essential Questions:

- How is the marketing mix different in E-marketing from regular marketing?
- What are the differences between selling on an E-commerce site as a business-to-consumer, a business-to-business, and a consumer-to-consumer?
- How does E-marketing attract the target market of a business?

Knowledge from this Unit:

- The definition of a marketing mix
- The ways in which a marketing mix is different in E-marketing.
- How goods and services are chosen and marketed differently in E-marketing.

Skills from this Unit:

- How to price goods and services to sell online.
- How to service the customer online.



ASSESSMENT(S)

Assessment Method Type:

- _____ Pre-test
- _____ Objective assessment - multiple-choice, true- false, etc.
 - ___ Quizzes/Tests
 - ___ Unit test
- X 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:

Creating the Mix

Assessment(s) Description/Directions:

Instruct students to create a product that can be marketed entirely online. Have them apply all the parts of the marketing mix to this product for it to be sold online. Students should present their product or service and the way they will answer the marketing mix to the class. Graded with a rubric attached to project.

Attachments for Assessment(s):

Creating the Mix Project and Answer Key



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
MKT-EM-5. Students will analyze the role of E-marketing in the marketing mix.
 - e. Define marketing mix.
 - f. Differentiate between a good and a service.
 - g. Explain the importance of designing a website to attract the target market of the business.
 - h. Differentiate between business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C) in relationship to E-marketing.

SSEMI1. The student will describe how households, businesses and governments are interdependent and interact through flows of goods, services and money.
2. Review Essential Questions.
 - How is the marketing mix different in E-marketing from regular marketing?
 - What are the differences between selling on an E-commerce site as a business-to-consumer, a business-to-business, and a consumer-to-consumer?
 - How does E-marketing attract the target market of a business?
3. Identify and review the unit vocabulary.
4. Teacher should introduce the lesson by defining the elements of the marketing mix as well as establishing the difference between a product and a service. Teacher can use their textbook or the following website as reference for the Marketing Mix <http://www.quickmba.com/marketing/mix/>.
5. Marketing Teacher website has a lot of lessons on all parts of marketing including a whole section on E-marketing. Have students go to this site: http://www.marketingteacher.com/Lessons/lesson_emarketing_mix.htm and follow the links to learn in-depth about each part of the marketing mix. They will learn about choosing products for the web, how to price for the web, the various ways of marketing to B2C, B2B, C2C on the web in the place section and in the two promotion sections they will learn how to advertise on the internet and how to optimize websites to get the most from them.
6. Teacher should then assign students the attached project entitled “Creating the Mix” and use the attached rubric as an assessment tool.

Attachments for Learning Experiences:

Notes & Reflections:

This lesson can be extended by going in-depth into each part of the E-marketing mix. If teacher has time he/she could have students research each part. The teacher may design a study guide for the students to use as they go through the Marketing Teacher website information to make sure they read it (the content is good, but students often won't read!). Also, teacher may want to design a quiz over the content learned from the websites and presentations.



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:



UNIT RESOURCES

Web Resources:

<http://www.quickmba.com/marketing/mix/>

http://www.marketingteacher.com/Lessons/lesson_emarketing_mix.htm

Attachments, Materials & Equipment:

What 21st Century Technology was used in this Unit:

<input checked="" 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 checked="" type="checkbox"/>	Website		