



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing & Management

COURSE: Entrepreneurship: Building a Business

UNIT 2.3: Functions, Mix and Segmenting for Business



INTRODUCTION

Annotation:

Marketing Functions, Market Segmentation, Marketing Mix

Grade(s):

x	9 th
x	10 th
x	11 th
x	12 th

Time:

2 (90 minute blocks) or 3 (50 minute periods)

Author:

Krystin Glover

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:

MKT-EN-2 Explain the fundamental concepts of business ownership

- h. Identify the market segment for the business
- i. Formulate a marketing mix designed to reach a specific market segment
- j. Utilize the marketing functions to determine the competitive advantage of the proposed business

GPS Academic Standards:

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

ELA12W3. The student uses research and technology to support writing.

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

SSEMI4. The student will explain the organization and role of business and analyze the four types of market structures in the U.S. economy.

SSEPF5. The student will describe how insurance and other risk-management strategies protect against financial loss.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand the marketing mix needed to reach a specific market segment
- Students will understand how to determine the competitive advantage of a given business based on the marketing functions.

Essential Questions:

- How do the 7 functions of marketing give businesses competitive advantages over another business?
- How do you determine a market segment for a given business?
- How can you design a marketing mix to reach a specific market?

Knowledge from this Unit:

- Identify the 7 functions of marketing
- Define market segment
- Identify market segments
- Explain the marketing mix
- Identify the most probable market segment for a given business

Skills from this Unit:

- Students will be able to describe to a business owner how to use the 7 functions of marketing to gain a competitive edge

- Students will be able to design a marketing mix for a business owner to help them reach a specific market.



ASSESSMENT(S)

Assessment Method Type:

- ☐ 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:

- Marketing Mix Online Quiz
- Market Segmentation Online Quiz

Assessment(s) Description/Directions:

Students will go online to take quizzes and reinforce material learned.

Attachments for Assessment(s):



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
MKT-EN-2 Explain the fundamental concepts of business ownership
 - h. Identify the market segment for the business
 - i. Formulate a marketing mix designed to reach a specific market segment
 - j. Utilize the marketing functions to determine the competitive advantage of the proposed business
2. Review Essential Questions.
 - How do the 7 functions of marketing give businesses competitive advantages over another business?
 - How do you determine a market segment for a given business?
 - How can you design a marketing mix to reach a specific market?
3. Warm-Up Activity
Post the 7 functions on the walls around the classroom. Give the description of one of the functions and have the students walk around the room and stand next to the posted function to which they believe it correlates. Continue to go through the descriptions of the 7 functions until there are only a few students left. Provide a small treat to the remaining students.
4. Instruction
Teacher should provide instruction on 7 functions of marketing, market segment and marketing mix.
5. Learning Experiences
Competitive Advantage of Business Using Marketing Functions Activity
Students will use poster board and art supplies to complete a pie chart design of the 7 functions. They will be responsible for identifying the 7 functions, a description of each one, and how a chosen business would use each function to gain a competitive edge over another business.
6. Market Segment Activity
Students will be reading information about J. Crew's market segment and then completing a graphic organizer on their own retail company.
7. Marketing Mix- Russell Simmons Case Study
Students will read case study and then complete analysis questions on mogul and entrepreneur Russell Simmons.
http://www.fordpas.org/downloads_public/student/The_4_Ps_of_Marketing.pdf
8. Assessment Activity
Have students go to <http://www.tutor2u.net/quiz/marketing/default.asp> to complete the "Introduction to Marketing Mix" and "Marketing Segmentation" quizzes online.

Attachments for Learning Experiences:

- Competitive Advantage of Business Using Marketing Functions Activity
- Market Segment Activity
- Marketing Mix- Russell Simmons Case Study

Notes & Reflections:

Make sure websites work and have art supplies available for students.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



UNIT RESOURCES

Web Resources:

- <http://www.tutor2u.net/quiz/marketing/default.asp>
- http://www.fordpas.org/downloads_public/student/The_4_Ps_of_Marketing.pdf

Attachment(s):

Materials & Equipment:

- Computer
- Internet
- Poster board
- Art Supplies

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 checked="" type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" 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 checked="" type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		