



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing

COURSE: Marketing Principles

UNIT 1: Basics of Marketing



INTRODUCTION

Annotation:

In this unit, students will utilize the internet to evaluate current products/services' use of marketing and marketing processes. Students will analyze the use of marketing functions with their everyday purchases and activities. Students will recommend proposed marketing mix strategies for products/services/ideas to demonstrate an understanding of basic marketing terms and ideas.

Grade(s):

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

Time: 10 hours

Author:

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-MP-1 Examine marketing principles in relation to the free enterprise system and the global marketing environment.

- a. Define marketing.
- b. Explain the relationship between marketing and the economy.
- c. Obtain an understanding of basic marketing terminology (market segmentation, target marketing, marketing positioning, etc.)
- d. Explain key terms related to the global environment.

GPS Academic Standards:

ELA10C1. The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of convention and grammar in both written and spoken formats.

SSEF3. The student will explain how specialization and voluntary exchange between buyers and sellers increase the satisfaction of both parties.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will develop a basic understanding of marketing concepts including the functions of marketing and the processes involved in marketing.
- Students will understand the seven functions of marketing.

Essential Questions:

- How are marketing and the economy intertwined?
- Why is having a good grasp on the global economy important when considering things like marketing?

Knowledge from this Unit:

- Students will recognize and use basic marketing terminology.

Skills from this Unit:

- Students will be able to evaluate the marketing mix for various products or services available in the 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:

- Get in the Game Group Project

Assessment(s) Description/Directions:

- See attached student directions

- See attached student handout
<http://www.murray.k12.ga.us/teacher/kara%20leonard/Mini%20T's/March%20Mini%20T-Games/Games.htm#gameshows>
<http://facstaff.uww.edu/jonesd/games/index.html>
<http://its.leesummit.k12.mo.us/studentsites.htm>

Attachments for Assessment(s):



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
 - MKT-MP-1 Examine marketing principles in relation to the free enterprise system and the global marketing environment.
 - a. Define marketing.
 - b. Explain the relationship between marketing and the economy.
 - c. Obtain an understanding of basic marketing terminology (market segmentation, target marketing, marketing positioning, etc.)
 - d. Explain key terms related to the global environment.
2. Review Essential Questions.
 - How are marketing and the economy intertwined?
 - Why is having a good grasp on the global economy important when considering things like marketing?
3. Identify and review the unit vocabulary.
4. PowerPoint: Marketing What's It All About? and note guide (can use Business & Marketing LAP 1)
5. Internet Article TWPS
6. PowerPoint: Marketing is All Around Us and note guide
7. Wheel of Functions Activity
8. Get in the Game Group Activity
9. Game Day and Group Presentations

Attachments for Learning Experiences:

Notes & Reflections:

- Supplies needed: magazines, glue, scissors, Internet access, computers, cardstock/poster board, craft supplies (optional)



CULMINATING PERFORMANCE TASK (Optional)

Culminating Unit Performance Task Title:

- Internet Article TWPS
- Wheel of Functions Activity

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

TWPS: Students will be assigned a common product or service available in the market today. Within the classroom four students should have the same topic. Students will research their assigned topic by searching for a current article about their product or service in relation to the use of marketing. Once students find articles they are to read and summarize the article. Then students should find ONE other person in class that worked on the same good or service and meet in small groups to share their article findings. Finally groups of four will work together to share their findings, presenting to the class a summary of current marketing activities for their assigned product/service.

Wheel of Functions: see attached instructions and rubric

Attachments for Culminating Performance Task:



UNIT RESOURCES

Web Resources:

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software
<input type="checkbox"/>	Interactive Whiteboard
<input type="checkbox"/>	Student Response System
<input type="checkbox"/>	Web Design Software
<input type="checkbox"/>	Animation Software
<input type="checkbox"/>	Email

<input type="checkbox"/>	Graphing Software
<input type="checkbox"/>	Calculator
<input type="checkbox"/>	Desktop Publishing
<input type="checkbox"/>	Blog
<input type="checkbox"/>	Wiki
<input checked="" type="checkbox"/>	Website

<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Video
<input type="checkbox"/>	Electronic Game or Puzzle Maker