



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing

COURSE: Marketing Principles

UNIT 3: Market Segmentation and Marketing Concepts



INTRODUCTION

Annotation:

In this unit, students will develop a Superhero Product targeted at a specific market and analyze a potential market in terms of demographics, psychographics, geographics and behaviors of consumers.

Grade(s):

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

Time: 12-15 hours depending on level of involvement with Superhero Project

Author: Bob O'Keefe

Additional Author(s): Revised by Rachael McClain

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-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.

- a. Examine marketing functions and categorize related activities for each marketing function.
- b. Compare and contrast the effects of marketing activities.
- c. Analyze and identify elements of the marketing mix.
- d. Distinguish among geographic, demographic, psychographic, and behavioral segmentation.
- e. Relate the marketing concept to customers' needs and wants.

GPS Academic Standards:

ELA11W1 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.

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.

ELA11LSV1 The student participates in student-to-teacher, student-to-student, and group verbal interactions.

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 understand the marketing concept developing a marketing mix targeted at a specific customer's wants and needs

Essential Questions:

- Why is being able to analyze a target marketing important?
- How do different aspects of marketing interact with each other to create successful marketing?

Knowledge from this Unit:

Students will:

- Recite and describe the basic marketing concept.
- Analyze a target market based upon segmentation characteristics.
- Name and describe the four parts of the marketing mix.

Skills from this Unit:

Students will:

- Develop a product idea and design the promotional mix, answer distribution details, and establish pricing policies for the product.



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:

MP Quiz
Superhero Project

Assessment(s) Description/Directions:

Quiz: Brief written quiz to evaluate student understanding of marketing basics

Superhero Project: Students working in teams will develop a concept for a new Superhero and design a product line to accompany the concept. Students will use an understanding of the marketing concept and the 4P's in order to effectively develop the project.

Attachments for Assessment(s):

- MP Quiz
- Alternate : Marketing Quiz (with key attached)
- Superhero Project Lesson Plan-Original, Reflections, Rubrics, Superhero PowerPoint 2.06, Student Example
- Superhero Project Website Aids (attached)



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
MKT-MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.
 - a. Examine marketing functions and categorize related activities for each marketing function.
 - b. Compare and contrast the effects of marketing activities.
 - c. Analyze and identify elements of the marketing mix.
 - d. Distinguish among geographic, demographic, psychographic, and behavioral segmentation.
 - e. Relate the marketing concept to customers' needs and wants.
2. Review Essential Questions.
 - Why is being able to analyze a target marketing important?
 - How do different aspects of marketing interact with each other to create successful marketing?
3. Identify and review the unit vocabulary.
4. Marketing Concepts and 4P's PowerPoint
5. Target Market Analysis On-line Activity
6. Ethics Activity (Preparing for Superhero Project)

7. Superhero Project
8. Basic Marketing Concepts PowerPoint (Review)
9. Quiz Show Review PowerPoint MP Mkt Concept
10. Superhero Project Presentations
11. Optional: note guide

Attachments for Learning Experiences:

Notes & Reflections:

Marketing functions activities from GPS 1 can also be used to facilitate students' understanding of this GPS rather than as an introduction to the marketing course.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Target Market On-Line Activity
Ethics Activity (Superhero)

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Target Market: Students working in pairs will be assigned a one of the current generations alive in the United States today. They will be responsible for researching the demographics, psychographics, and behavioristics of their assigned generation. Then students will list 5 products that are targeted at their assigned generation.

Ethics: Students will choose an animated character that represents a strong moral character in preparation for the creation of their Superhero Project. Students will prepare a PowerPoint that answers a series of ethics questions and present their information in a 2 minute presentation.

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"/>	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		