



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing

COURSE: Marketing Principles

UNIT 4: Businesses Need Marketing



INTRODUCTION

Annotation:

In this unit, students will investigate the history of marketing and the changing role of marketing in business. Students will conduct research into the current functions of business of popular and successful businesses.

Grade(s):

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

Time: 6-7 50 minute class periods

Author: revised by Rachael McClain

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-4 Implement, modify, and improve business and marketing systems to facilitate business activities.

- a. Analyze the primary functions of business.
- b. Describe the role of marketing in various types of businesses.
- c. Explain the major functions of managing the marketing process.
- d. Relate the role of stockholders to management policies.
- e. Demonstrate an understanding of trends and developments in marketing.
- f. Discuss ethical issues in business as they relate to marketing.

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.

SSEMA1 The student will illustrate the means by which economic activity is measured.

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

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand the basic functions of business and relate the role of marketing to overall business operations.

Essential Questions:

- How has marketing adapted to work with change in the past?
- What types of changes do you foresee marketing having to make in the future to adapt to his world?
- What is marketing's place in business and how does this relate to other parts of business?

Knowledge from this Unit:

- Students will relate the functions of marketing, the marketing concept, and the business functions into one overall operation

Skills from this Unit:

- Students will be able to analyze the changing role of marketing in the business world



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:

Jeopardy Review PP

Marketing Test One

Assessment(s) Description/Directions:

Jeopardy: The summary PowerPoint can be used to link the concepts of marketing functions, marketing mix, business functions, and general marketing information. Students can review information previously learned in other units in order to reinforce their knowledge.

Marketing Test One: Traditional Written assessment covering concepts of marketing functions, business functions, history of marketing, and the role of marketing in business today.

Attachments for Assessment(s):

Marketing Principles Jeopardy.ppt

Marketing Principles Test One.doc



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
2. MKT-MP-4 Implement, modify, and improve business and marketing systems to facilitate business activities.
 - a. Analyze the primary functions of business.
 - b. Describe the role of marketing in various types of businesses.
 - c. Explain the major functions of managing the marketing process.
 - d. Relate the role of stockholders to management policies.
 - e. Demonstrate an understanding of trends and developments in marketing.
 - f. Discuss ethical issues in business as they relate to marketing
3. Review Essential Questions.
 - How has marketing adapted to work with change in the past?
 - What types of changes do you foresee marketing having to make in the future to adapt to his world?
 - What is marketing's place in business and how does this relate to other parts of business?
4. Identify and review the unit vocabulary.
5. GUEST SPEAKER: Since this is a unit with a little more dry activities, a great way to start the unit is to invite a guest speaker from your community in to introduce the topic of business operations and how they use marketing in their daily operations. Suggested speakers include small business owners with a good community presence (aka good marketing strategies), marketing managers from larger businesses, or small business development centers.
6. Businesses need Marketing PowerPoint and Noteguide
7. Functions of Business Activity
8. Marketing's Role Today and Tomorrow PowerPoint and Noteguide
9. History of Marketing Research Paper
10. Role of Marketing PowerPoint and Noteguide
11. Jeopardy Review PowerPoint
12. Written Test One
13. Alternate Activity: History of Marketing Group Activity

Attachments for Learning Experiences:

Notes & Reflections:

Ample class time may be given for students to conduct research for the history of marketing topics so the required class time may be extended based upon the class needs.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Functions of Business Activity

History of Marketing Research Paper

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Functions of Business Activity: Students will work in groups of two to select a business of their choice to represent their assigned function of business. See attached student notes sheet and rubric.

History of Marketing Research Paper: Students will work individually to research the history of marketing and create a research paper. Teachers should assist in the process of writing a research paper dividing the overall process into daily steps with expectations at the end of each day. Although this is an individual work, this is an excellent opportunity for individual instruction based upon each student's background, abilities, and experiences.

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		