

Davison Community Schools
ADVISORY CURRICULUM COUNCIL
Phase II, November 5, 2013

Course Name: Marketing 2	
Course Essential Questions (from Phase I report):	
<ol style="list-style-type: none"> 1. How do marketers find their customers? 2. What marketing strategies are used to influence buying behavior? 3. What role do the consumer and employee play in the business environment? 	
Phase II Curriculum	
Unit 1: Customer Relations	
Essential Questions:	Essential Understanding:
<ol style="list-style-type: none"> 1. Why is good customer service so important in the workplace? 2. How do you succeed in providing excellent customer service? 	<ol style="list-style-type: none"> 1. Every job is a customer service job. The more you know about your customers the better able you are to meet their needs and expectations. 2. Employees provide outstanding customer service by thinking of the situation from the customer's point of view.
Curriculum Standards- DOK noted where applicable with Standards	
<p>I. Communications and Interpersonal Skills: Group Working Relationships</p> <p>Treat others fairly at work EI:036</p> <p>Foster positive working relationships IS:003</p> <p>Participate as a team member IS:004</p> <p>Follow directions CO:119</p> <p>Explain the nature of staff communications CO:014</p> <p>Participate in a staff meeting CO:063</p> <p>Explain the nature of positive customer/client relations EI:031</p> <p>Demonstrate a customer-service mindset EI:032</p> <p>Develop cultural sensitivity EI:033</p> <p>Use conflict-resolution skills EI:045</p> <p>II. Marketing and Business Fundamentals: Operational Concepts</p> <p>Explain the nature and scope of operations OP:131</p> <p>Handle difficult customers EI:041</p> <p>Interpret business policies to customers/clients EI:042</p> <p>Handle customer/client complaints EI:043</p> <p>Encourage team building EI:044</p> <p>Explain the need for accounting standards FI:086</p> <p>Prepare invoices FI:087</p> <p>Maintain petty cash records FI:088</p> <p>Explain the concept of productivity EC:013</p> <p>III. Communications and Interpersonal Skills: Fundamentals of Communication</p> <p>Explain the nature of effective communications EI:007</p> <p>Interpret others' nonverbal cues CO:059</p> <p>Handle telephone calls in a businesslike manner CO:114</p> <p>Use proper grammar and vocabulary CO:004</p> <p>Reinforce service orientation through communications EI:039</p> <p>Address people properly CO:005</p>	

Persuade others CO:024 Respond to customer inquiries EI:040 Write informational messages CO:039 Write inquiries CO:040 Apply active listening skills CO:017	
LEARNING TARGETS	
Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Customer service is important to an organization because it is often the only contact a customer has with a company. • Customer service is also important to an organization because it can help differentiate a company from its competitors. • A company with excellent customer service is more likely to get repeat business from customers. • Excellent customer service requires effective listening and communication skills. • Employees need to make customers feel important and appreciated. 	<ul style="list-style-type: none"> • Identify the procedures for handling cash. • Explain the procedures for maintaining a cash drawer. • Discuss steps for proper store maintenance. • Explain the purpose of operating policies and procedures. • Discuss the information to be included in a store policy manual. • Explain the importance of customer service and follow-up • Explain the concept of customer relationship management (CRM)
Phase III Textbook/Materials	
Phase IV Summative Assessment Evidence	
Common Summative Unit Assessments:	Agreed Upon Interim Summative Assessments: (*identifies Performance Task)
Phase V Learning Plan	

Phase II Curriculum	
Unit 2: Promotion	
Essential Questions:	Essential Understanding:
<ol style="list-style-type: none"> 1. What is the promotional mix concept and its role in marketing? 2. What are trade and consumer sales promotions? 3. What are the elements of visual merchandising? 4. What is the purpose and importance of advertising? 	<ol style="list-style-type: none"> 1. Promotion is persuasive communication. Companies rely on promotion to inform, persuade and remind consumers of ideas, products and services by utilizing various techniques. 2. Trade promotions are sales promotions designed to get support from manufacturers, wholesalers, and retailers while sales

<p>5. How would I calculate media costs? 6. How would I create print advertisements?</p>	<p>promotions are incentives that encourage customers to buy products or services.</p> <ol style="list-style-type: none"> 3. Visual merchandising encompasses all of the physical elements that merchandisers use to project an image to customers. 4. In advertising, advertisers control the message, where it will be seen or heard, and how often it is repeated. The average person is exposed to more than 2,000 advertisements per week. 5. Cost per thousand (CPM) is the media cost of exposing 1,000 readers or viewers to an advertising impression and is the most commonly used comparison tool. 6. Print advertisements can be created using computers and software. Individuals need to keep in mind the target marketing and focus of the advertisement.
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Curriculum Standards- DOK noted where applicable with Standards

<p>I. Promotion: Nature and Scope Explain the role of promotion as a marketing function PR:001 Explain the types of promotion PR:002 Identify the elements of the promotional mix PR:003 Describe the use of business ethics in promotion PR:099 Describe the use of technology in the promotion function PR:100 Describe the regulation of promotion PR:101</p> <p>II. Promotion: Advertising Explain the types of advertising media PR:007 Explain components of advertisements PR:014 Select promotional media PR:010 Write promotional messages that appeal to targeted markets PR:016 Explain the nature of direct advertising strategies PR:089 Describe considerations in using databases in advertising PR:091 Calculate media costs PR:009</p>
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LEARNING TARGETS

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Promotion is any form of communication a business uses to inform, persuade, or remind people about its products and its image. • Promotion includes personal selling, advertising, direct marketing, sales promotion, and public relations. • A sales promotion is a short-term incentive given to encourage customers to buy a product or service. • Visual merchandising and display must be coordinated with advertising, direct marketing, personal selling, and sales 	<ul style="list-style-type: none"> • Explain the role of promotion in business and marketing • Identify the various types of promotion • Explain the use of promotional tie-ins, trade sales promotions, and loyalty programs • Identify elements of visual merchandising • Create displays • Identify the different types of advertising media • Discuss the planning and selecting of media. • Summarize how media costs are determined

<p>promotion efforts.</p> <ul style="list-style-type: none"> • The main purpose of advertising is to present a message that encourages the customer to buy the product/service or to accept an idea. • Choosing the correct medium to use is a complex process which must focus on the target market and cost effectiveness. 	<ul style="list-style-type: none"> • Explain promotional budget methods
Phase III Textbook/Materials	
Phase IV Summative Assessment Evidence	
Common Summative Unit Assessments:	Agreed Upon Interim Summative Assessments: (*identifies Performance Task)
Phase V Learning Plan	

Phase II Curriculum	
Unit 3: Marketing Information Management	
<p>Essential Questions:</p> <ol style="list-style-type: none"> 1. What is marketing research? 2. How is marketing research used? 3. How do you determine the effectiveness of marketing research? 	<p>Essential Understanding:</p> <ol style="list-style-type: none"> 1. Marketing research involves the process and methods used to gather information, analyze it, and report findings related to marketing goods and services. 2. Businesses that do not pay attention to what consumers are buying and why are likely to make costly marketing mistakes. 3. The information obtained from research helps businesses increase sales and profits.
Curriculum Standards- DOK noted where applicable with Standards	
<p>I. Marketing-Information Management: Nature and Scope</p> <p>Search the Internet for marketing information IM:185</p> <p>Monitor internal records for marketing information IM:186</p> <p>Collect marketing information from others (e.g. customers, staff, vendors) IM:187</p> <p>Conduct an environmental scan to obtain marketing information IM:188</p> <p>Explain the nature of marketing research in a marketing-information management system IM:010</p> <p>Describe the need for marketing information IM:012</p> <p>Explain the nature and scope of the marketing-information management function IM:001</p> <p>Explain the role of ethics in marketing-information management IM:025</p> <p>Describe the use of technology in the marketing-information management function IM:183</p> <p>Explain the nature of demand analysis IM:002</p> <p>II. Marketing-Information Management: Information Processing</p>	

Describe techniques for processing marketing information IM:062
 Explain the use of databases in organizing marketing data IM:063
 Design a database for retrieval of information IM:189
 Use database for information analysis IM:190
 Interpret descriptive statistics for marketing decision making IM:191

III. Marketing-Information Management: Marketing Planning

Explain the nature of marketing plans IM:197
 Explain the role of situational analysis in the marketing-planning process IM:140
 Explain the nature of sales forecasts IM:003

LEARNING TARGETS

Knowledge/Content

I Know ...

- Marketing research links the consumer, customer, and public to the marketer through information.
- Marketing information is used to identify marketing opportunities but does have limitations.
- The steps that businesses follow when conducting research are: defining the problem, obtaining data, analyzing the data, recommending solutions, and applying the results.
- To obtain unbiased data and increase response rates, marketing researchers must follow guidelines when constructing, formatting, and administering surveys.

Skills/Processes

I Can ...

- Describe the need for marketing research
- Identify methods of conducting marketing research
- Compare primary and secondary data
- Collect and interpret marketing information
- Design and administer a marketing research survey

Phase III Textbook/Materials

Phase IV Summative Assessment Evidence

Common Summative Unit Assessments:

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Phase V Learning Plan

Phase II Curriculum

Unit 4: Management

Essential Questions:

1. What is **management**?
2. What is the management process?
3. How does management help to control the direction of a business and reduce **costs**?

Essential Understanding:

1. Management is the process of deciding how best to use a business's resources to produce goods or provide services.
2. Management is divided into a number of tasks that must be performed, roles that must be played and skills that are utilized.
3. Management provides direction and control to employees so that more productively complete their jobs and are able reduce costs for the business.

Curriculum Standards- DOK noted where applicable with Standards

I. Business, Management and Entrepreneurship: Controlling

Explain the nature of overhead/operating costs MN:081

Explain employee's role in expense control MN:016

Describe the nature of managerial control (control process, types of control, what is controlled) MN:135

Identify routine activities for maintaining business facilities and equipment MN:157

II. Business, Management and Economics: Leading

Orient new employees MN:078

Describe health and safety regulations in business OP:004

Report noncompliance with business health and safety regulations OP:005

Maintain a safe work environment OP:008

Explain procedures for handling accidents OP:009

Handle and report emergency situations OP:010

LEARNING TARGETS

Knowledge/Content

I Know ...

- Businesses today operate in a world of constant change.
- Management is the process of deciding how best to use a business's resources to produce goods or provide services.
- Ethics are a set of moral principles or values that govern individuals' and businesses' behavior.
- A SWOT analysis is a technique for evaluating a company's internal strengths and weaknesses and external opportunities and threats.

Skills/Processes

I Can ...

- Explain the importance of management
- Discuss why ethics are important in business
- Understand the role of SWOT analysis in planning and strategic management
- Explain the importance of the management control process.
- Identify four types of operating costs
- Developing policies and procedures to maintain safety in the workplace

Phase III Textbook/Materials

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Phase II Curriculum

Unit 5: Financial	
<p>Essential Questions:</p> <ol style="list-style-type: none"> 1. Why do different situations require different forms of financial exchange? 2. How do financial needs affect an individual in their lifespan? 3. Why is important to maintain financial records? 4. How can an individual or business use credit to their benefit? 	<p>Essential Understanding:</p> <ol style="list-style-type: none"> 1. Different situations require different forms of financial exchange due to the nature of the event or transaction. 2. An individual’s financial needs will change over time based on the events that are currently or will be coming up in one’s life. 3. Financial records must be accurately kept as documentation or proof. 4. Credit enables businesses or individuals to obtain products or money in exchange for a promise to pay later.

Curriculum Standards- DOK noted where applicable with Standards
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<p>I. Systems</p> <p>Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.</p> <ol style="list-style-type: none"> 1. Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.) FI:058 2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) FI:059 3. Describe functions of money (medium of exchange, unit of measure, store of value) FI:060 4. Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.) FI:061 5. Explain the time value of money FI:062 6. Explain legal responsibilities associated with financial exchanges FI:063 7. Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) FI:064 8. Set financial goals FI:065 9. Develop personal budget FI:066 10. Explain the nature of tax liabilities FI:067 11. Interpret a pay stub FI:068 12. Maintain financial records FI:069 13. Read and reconcile bank statements FI:070 14. Demonstrate the wise use of credit FI:071 15. Validate credit history FI:072 16. Protect against identity theft FI:073
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- 17. Prepare personal income tax forms FI:074
- 18. Describe types of financial-services providers FI:075
- 19. Discuss considerations in selecting a financial-services provider FI:076

LEARNING TARGETS

Knowledge/Content

I Know ...

- Businesses and consumers alike use credit to purchase goods and services.
- There are various different types of consumer credit which are available depending on an individual's needs.
- There are opportunity costs in all decisions.
- Organizing your financial documents makes it easier to plan and measure progress and make effective decisions.

Skills/Processes

I Can ...

- Compare the costs and benefits of different forms of financial exchange
- Describe the importance of credit
- Identify the types of credit accounts extended to consumers
- Discuss the relationship between opportunity costs and money management
- Develop a personal budget

Phase III Textbook/Materials

Phase IV Summative Assessment Evidence

Common Summative Unit Assessments:

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Phase V Learning Plan

Phase II Curriculum

Unit 6: Entrepreneurship

Essential Questions:

1. Why is **entrepreneurship** an important part of the U.S. economy?
2. What are the risks and rewards of entrepreneurship?
3. Why is **small business ownership** important to the U.S and **global economies**?

Essential Understanding:

1. Entrepreneurship is important because it affects change in the marketplace and provides jobs for approximately 55% of the labor force.
2. Starting a new business requires a major commitment of time, money, and effort. For this, entrepreneurs gain personal freedom and satisfaction and increased self-esteem and income.
3. New businesses are a sign of an economy's vitality and readiness to find or invent new opportunities in a world market that has become more and more challenging.

Curriculum Standards- DOK noted where applicable with Standards

I. Systems

Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.

A. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.

1. Explain the need for entrepreneurial discoveries EN:001
2. Explain the nature of business plans SM:007
3. Explain the concept of private enterprise EC:009
4. Career in entrepreneurship PD:001
5. Discuss entrepreneurial discovery process EN:002
6. Discuss global trends in opportunities for business EN:003
7. Determine opportunities for venture creations EN:004
8. Assess opportunities for venture creation EN:005
9. Assess global trends and opportunities MP:001
10. Generate venture ideas EN:006
11. Write a proposal CO:062
12. Prepare a complex written report CO:009

LEARNING TARGETS

Knowledge/Content

I Know ...

- Being an entrepreneur involves risk taking, but it can bring both personal and financial rewards.
- Entrepreneurship creates jobs, which provide income to individuals and communities.
- The four ways to become a business owner are: purchase an existing business, take over the family business, start a new business, or purchase a franchise business.
- The four forms of business organization are: sole proprietorship, partnership, corporation, and limited liability company.

Skills/Processes

I Can ...

- Explain the advantages and disadvantages of entrepreneurship
- List the characteristics and skills of entrepreneurs
- Name the legal steps to take in establishing a business
- Explain the purpose and importance of a business plan
- Develop a business's organizational and marketing plan

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Phase V Learning Plan

Phase II Curriculum

Unit 6: Pricing	
<p>Essential Questions:</p> <ol style="list-style-type: none"> 1. Why is price an essential factor in business? 2. What are the goals of pricing? 3. How is a firm's net profit or loss related to pricing? 4. What pricing strategies or policies are used by businesses? 5. How do businesses determine a product's sales price? 	<p>Essential Understanding:</p> <ol style="list-style-type: none"> 1. The value that a customer places on an item or service determines the price that they are willing to pay. 2. Price helps to establish and maintain a firm's image, competitive edge, and profits and is often the factor that determines the success or failure of a business or product. 3. Return on investment (ROI) is a calculation that is used to determine the relative profitability of a product. 4. The steps involved in determining price, together with company goals, the target market, and government regulations, are essential for business success. 5. Businesses must find a price which consumers feel is fair but allows the business to make a profit.

Curriculum Standards- DOK noted where applicable with Standards
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I. Pricing: Nature and Scope
 Explain the nature and scope of pricing PI:001
 Describe the role of business ethics in pricing PI:015
 Explain the use of technology in the pricing function PI:016
 Explain legal considerations for pricing PI:017
 Explain factors affecting pricing decisions PI:002

LEARNING TARGETS

Knowledge/Content I Know ...	Skills/Processes I Can ...
<ul style="list-style-type: none"> • Price is the money value placed a good or service. • Establishing a base price for a product can be accomplished by combining cost-oriented, demand-oriented, and competition-oriented policies. • Businesses must decide whether to use a one-price policy or a flexible pricing policy. • Pricing technology has revolutionized the way businesses make pricing decisions and adjustments to prices. 	<ul style="list-style-type: none"> • Recognize the different forms of pricing • Differentiate between market share and market position • Name three pricing policies used to establish a base price • Explain the two polar pricing policies for introducing a new product • Describe the pricing strategies that adjust the base price

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