

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

<b>Course Name: Marketing 3</b>	
<b>Course Essential Questions (from Phase I report):</b>	
<ol style="list-style-type: none"> <li>1. How does a business make itself unique from the competition?</li> <li>2. What are the most effective ways / channels to reach your audience?</li> <li>3. How does a leader guide an organization to be more productive?</li> </ol>	
<b>Phase II Curriculum</b>	
<b>Unit 1: Operations</b>	
<b>Essential Questions:</b> <ol style="list-style-type: none"> <li>1. Why is <b>management</b> important in business?</li> <li>2. What are the roles of a <b>manager</b> in an effective business?</li> </ol>	<b>Essential Understanding:</b> <ol style="list-style-type: none"> <li>1. The success of any business depends on the effectiveness of its managers. Managers need to make the right decisions and ensure the business is able to exploit any opportunities open to it while protecting the safety of customers and employees.</li> <li>2. The five functions of management are planning, organizing, controlling, staffing and leading.</li> </ol>
<b>Curriculum Standards- DOK noted where applicable with Standards</b>	
<p>I. Understand operation's role and function in business to value its contribution to a company.            Explain the nature of operations OP: 189            Discuss the role of ethics in operations OP: 190            Describe the use of technology in operations OP: 191</p> <p>II. Adhere to health and safety regulations to support a safe work environment.            Describe health and safety regulations in business OP:004            Report noncompliance with business health and safety regulations OP:005</p> <p>III. Determine needed safety policies/procedures to protect employees.            Identify potential safety issues OP:151            Establish safety policies and procedures OP:012</p> <p>IV. Develop policies/procedures to protect workplace security.            Identify potential security issues OP:154            Establish policies to protect company information and intangibles OP:155            Establish policies to maintain a non-hostile work environment OP:156            Establish policies and procedures to maintain physical security of the work environment OP:157</p> <p>V. Utilize project-management skills to improve workflow and minimize costs.            Explain the nature of project management OP:158            Identify resources needed for project OP:003            Develop project plan OP:001            Apply project-management tools to monitor project progress OP:002            Evaluate project results OP:159</p> <p>VI. Implement purchasing activities to obtain business supplies, equipment, and services.            Explain the nature and scope of purchasing OP:015            Place orders/reorders OP:016            Maintain inventory of supplies OP:031            Manage the bid process in purchasing OP:160            Select vendors OP:161            Evaluate vendor performance OP:162</p>	

VII. Understand production's role and function in business to recognize its need in an organization.

Explain the concept of production OP:017

VIII. Implement quality-control processes to minimize errors and to expedite workflow.

Identify quality-control measures OP:163

Utilize quality control methods at work OP:164

Describe crucial elements of a quality culture OP:019

Describe the role of management in the achievement of quality OP:020

Establish efficient operating systems OP:022

### LEARNING TARGETS

#### Knowledge/Content

##### I Know ...

- The people in a business complete thousands of activities intended to achieve certain goals.
- If the goals are going to be reached, those activities and the people who perform them have to be coordinated.
- Each business activity must occur at the proper time and place, using procedures that accomplish the task in the correct way.
- Making sure that business activities are well planned and occur as planned is ultimately the responsibility of management.
- Management must ensure that activities are conducted to protect the safety of customers and employees.

#### Skills/Processes

##### I Can ...

- Explain the process of coordinating resources to plan and implement an efficient marketing strategy.
- Identify specific objectives and activities for each part of the business.
- Arrange people, activities, and resources in the best way to accomplish the goals of an organization.
- Measure performance, comparing it with goals and objectives, and making adjustments when necessary.
- Develop rules and guidelines to be used in a company to make consistent decisions.
- Explain the importance of safety in business.

### 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: Human Resources

#### Essential Questions:

1. What is **human resources**?
2. Why do companies need to focus on human resources?
3. What is **employee training**?
4. Why is **employee orientation** important?
5. How is **employee evaluation** used in a business?

#### Essential Understanding:

1. Human resources is the part of a business that finds, screens, recruits and trains job applicants, as well as administering employee-benefit programs.
2. A business can only be as successful as its employees perform. It is important that the correct employees are identified and that they are trained effectively.
3. Employee training is the development of staff for the purpose of teaching employees skills and abilities in their job area.
4. It is important that business orient their new employees to preparing them for the tasks and duties.
5. Employees are evaluated to be shown their strengths and weaknesses so that they will be able to improve their performance.

#### Curriculum Standards- DOK noted where applicable with Standards

- I. Understand human-resources laws and regulations to facilitate business operations.  
 Explain the nature of human resources regulations BL:007  
 Explain the nature of workplace regulations (including OSHA, ADA) BL:008  
 Discuss employment relationships BL:075
- II. Manage staff growth and development to increase productivity and employee satisfaction.  
 Orient new employees HR:360  
 Orient new employees (management's role) HR:361  
 Explain the role of training and human resources development HR:362  
 Explain the nature of management/supervisory training HR:363  
 Explain the nature of leadership in organizations HR:493  
 Coach employees HR:364  
 Recognize/Reward employees HR:365  
 Maintain ongoing discussion of issues related to compensation HR:391  
 Train staff HR:392  
 Supervise staff HR:393  
 Assess employee performance HR:368  
 Ensure equitable opportunities for employees HR:367  
 Assess team performance HR:494

## LEARNING TARGETS

#### Knowledge/Content

##### I Know ...

- Human resource management is the function of attracting, developing, and retaining enough qualified employees to perform the activities necessary to accomplish organizational objectives.
- At companies with effective human resource management, employees and customers tend

#### Skills/Processes

##### I Can ...

- Explain the importance of human resource management.
- Describe how recruitment and selection contribute to placing the right person in a job.
- Explain how training programs and performance appraisals help employees grow and develop.

<p>to be more satisfied.</p> <ul style="list-style-type: none"> <li>Newly hired employees often complete an orientation program to inform employees about company policies and employee manuals and to describe benefits/programs</li> <li>Training programs are utilized through both on-the-job training and classroom and computer-based training.</li> <li>Performance appraisal are used as an evaluation of an employee's job performance</li> <li>To maintain positive employee relations, companies need to prepare and distribute employee policies and handbooks.</li> </ul>	<ul style="list-style-type: none"> <li>Outline the methods employers use to compensate employees.</li> <li>Discuss employee separation and the impact of downsizing and outsourcing.</li> <li>Explain how managers' attitudes relate to employee motivation.</li> </ul>
<b>Phase III Textbook/Materials</b>	
<b>Phase IV Summative Assessment Evidence</b>	
<p><b>Common Summative Unit Assessments:</b></p>	<p><b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)</p>
<b>Phase V Learning Plan</b>	
<b>Phase V Learning Plan</b>	

<b>Phase II Curriculum</b>	
<b>Unit 3: Advanced Promotion: Social Media</b>	
<p><b>Essential Questions:</b></p> <ol style="list-style-type: none"> <li>What is <b>social media</b>?</li> <li>What are the major differences between <b>social media promotion</b> and <b>traditional promotion</b>?</li> <li>What are the different types of social media?</li> <li>How does a social medium help companies to reach and building <b>relationships</b> with customers?</li> </ol>	<p><b>Essential Understanding:</b></p> <ol style="list-style-type: none"> <li>Social media is any web-based or mobile media technology that connects people in a way that enables two-way communication.</li> <li>The primary differences are the consumers are able to respond back to the message and are able share the message with other potential consumers.</li> <li>There are several common types of social media including blogs, social networks, collaboration, content communities, reviews and opinions and entertainment.</li> <li>Social media is based on the concept of community, and it is designed to make the sharing of ideas very fast and easy.</li> </ol>
<b>Curriculum Standards- DOK noted where applicable with Standards</b>	
<p>I. Understand the use of social-media activities to communicate with targeted audiences. Understanding social media and influence PR:254</p>	

Describe the social media ecosystem PR:255 Understanding social media strategies PR:256 Understand the social media conversation PR:257 Recognize business-to-consumer (B2C) social media PR:258 Recognize business-to-business (B2B) social media PR:259 Understanding the types of social media PR:260 Describe how to leverage video embedding within marketing sites PR:261 Understanding geo location goals and how they differ from other types of marketing goals PR:262 Understand how to manage social media in your department PR:263	
<b>LEARNING TARGETS</b>	
<b>Knowledge/Content</b> <b>I Know ...</b>	<b>Skills/Processes</b> <b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Social media is a relatively new phenomenon, but has become so popular that businesses have started to rely on it to reach customers.</li> <li>• The growth of social media is unprecedented in history.</li> <li>• Social media is created by the audience through user-generated content.</li> <li>• If a marketer’s message is embraced by the right communities, it can spread much faster than it could by traditional media.</li> <li>• With social media, marketers rely on their audience members to share their message with each other.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe how social media differs from traditional media.</li> <li>• Identify the advantages and disadvantages of social media.</li> <li>• Identify real-world examples of marketers effectively using social media to reach customers.</li> </ul>
<b>Phase III Textbook/Materials</b>	
<b>Phase IV Summative Assessment Evidence</b>	
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<b>Phase V Learning Plan</b>	

## Phase II Curriculum

### Unit 4: Marketing Plan

#### Essential Questions:

1. What is **marketing plan**?
2. What is necessary to develop a marketing plan?
3. What are the three main sections of a marketing plan?

#### Essential Understanding:

1. A marketing plan is a comprehensive blueprint which outlines an organization's overall marketing efforts.
2. A great deal of information must be collected analyzed and ready for use in the planning process.
3. A marketing plan includes market analysis, marketing strategy, and action plans.

#### Curriculum Standards- DOK noted where applicable with Standards

- I. Employ marketing-information to develop a marketing plan.  
 Explain the nature of marketing plans MP:007  
 Explain the role of situation analysis in the marketing planning process MP:008  
 Conduct market analysis (market size, area, potential, etc.) MP:009  
 Conduct SWOT analysis for use in the marketing planning process MP:010  
 Assess global trends and opportunities MP:011  
 Conduct competitive analysis MP:012  
 Explain the nature of sales forecasts MP:013  
 Forecast sales for marketing plan MP:014  
 Set marketing goals and objectives MP:015  
 Select marketing metrics MP:016  
 Set marketing budget MP:017  
 Develop marketing plan MP:018

## LEARNING TARGETS

#### Knowledge/Content

##### I Know ...

- Developing a marketing plan is one of most important steps businesses take to market their products and services.
- The marketing plan serves as a guide for coordinating marketing activities.
- All successful businesses have a written marketing plan.
- Marketing plans are developed to assist a specific business, so they are written in a way that is most useful for the people in that business.

#### Skills/Processes

##### I Can ...

- Identify the benefits of marketing planning
- Describe the steps in developing a marketing plan
- Identify the five types of market analysis used in developing a marketing plan
- Explain how a marketing strategy is incorporated within a marketing plan
- Explain the need for activity schedules and evaluation procedures in the marketing plan
- Developing a marketing plan for a business/project

## Phase III Textbook/Materials

## Phase IV Summative Assessment Evidence

<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)
<b>Phase V Learning Plan</b>	

<b>Phase II Curriculum</b>	
<b>Unit 5: Communication Skills</b>	
<b>Essential Questions:</b> <ol style="list-style-type: none"> <li>1. What is the role of <b>communication</b> in marketing?</li> <li>2. How does a business determine the type of communication it will use to <b>reach</b> a customer?</li> <li>3. What are the two main types of communication used by <b>marketers</b>?</li> <li>4. What are two important academic skills that are important in business?</li> </ol>	<b>Essential Understanding:</b> <ol style="list-style-type: none"> <li>1. Communication should be done to inform, persuade, and/or remind an audience.</li> <li>2. The type of communication depends on the product or service and the intended target market characteristics.</li> <li>3. The two main types of communication used by marketers are interpersonal and mass communications.</li> <li>4. Writing and speaking skills are essential business skills.</li> </ol>
<b>Curriculum Standards- DOK noted where applicable with Standards</b>	
<p>I. Apply verbal skills to obtain and convey information.            Make client presentations (includes strategies and research findings) CO:174</p> <p>II. Write effectively to convey information.            Prepare contact reports CO:175            Write white papers CO:178            Write pitch/sales letters CO:179            Write new-business pitches CO:177            Write management reports CO:176</p> <p>III. Communicate with staff to clarify workplace objectives.            Participate in problem-solving groups CO:067            Conduct creative briefing CO:173            Conduct planning meetings CO:052</p>	
<b>LEARNING TARGETS</b>	
<b>Knowledge/Content</b> <b>I Know ...</b> <ul style="list-style-type: none"> <li>• Marketers study the communication process to determine the types of communication necessary for their products or services.</li> <li>• There are various different types of consumer credit which are available depending on an individuals needs.</li> <li>• For marketers to effectively reach the people they are trying to reach, they need to choose the right target, develop an effective message and devise the right strategy to implement the</li> </ul>	<b>Skills/Processes</b> <b>I Can ...</b> <ul style="list-style-type: none"> <li>• Describe the communication process and identify its eight elements</li> <li>• Define the two types of communication that are important to marketers</li> <li>• Identify the most effect methods of communication</li> <li>• Develop written communication for a project/campaign</li> <li>• Develop a presentation for a project/campaign</li> </ul>

<p>message.</p> <ul style="list-style-type: none"> <li>• Before marketers communicate with consumers, they need to outline the goals they are trying achieve.</li> </ul>	
<b>Phase III Textbook/Materials</b>	
<b>Phase IV Summative Assessment Evidence</b>	
<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b>
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<b>Phase II Curriculum</b>	
<b>Unit 6: Product/Service Management</b>	
<p><b>Essential Questions:</b></p> <ol style="list-style-type: none"> <li>1. What is <b>product/service management</b>?</li> <li>2. Why is product/service management important to a business?</li> <li>3. What are the three important roles for marketers in the <b>product development process</b>?</li> </ol>	<p><b>Essential Understanding:</b></p> <ol style="list-style-type: none"> <li>1. Product/service management is the process of creating and changing the information about a company's catalog of offerings.</li> <li>2. Sales and profits improve if offering the right products and the right time to the customer.</li> <li>3. The three important roles are gathering information, designing marketing strategies, and conducting marketing tests.</li> </ol>
<b>Curriculum Standards- DOK noted where applicable with Standards</b>	
<p>I. Understand product/service management activities to demonstrate in depth understanding of their nature and scope.          Explain the concept of product in marketing communications PM:091          Describe services offered by the marketing-communications industry PM:220</p> <p>II. Generate marketing-communications ideas to contribute to ongoing marketing communications success.          Generate marketing communications ideas PM:187          Screen marketing communications ideas PM:188          Develop a creative concept PM:226</p> <p>III. Employ product-mix strategies to meet customer expectations.          Explain the nature of product extension in services marketing PM:082          Identify product extensions that can be used in marketing communications PM:245</p> <p>IV. Position products/services to acquire desired business image.          Establish credibility with Internet users PM:274          Explain equity positioning PM:240          Evaluate effectiveness of marketing-communications services PM:108          Determine strategies for balancing standardization and personalization of services PM:075</p> <p>V. Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions.</p>	



Identify techniques that can be used to evaluate product-mix effectiveness PM:247 Modify product mix PM:250	
<b>LEARNING TARGETS</b>	
<b>Knowledge/Content</b> <b>I Know ...</b>	<b>Skills/Processes</b> <b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Marketers must make sure businesses stay focused on consumers' needs as products are being developed.</li> <li>• Few products are truly brand new in the sense that no other product like it has been available before.</li> <li>• Many new products are changes and improvements to existing products.</li> <li>• Marketers should be actively involved with others in the business in the design and development of new products.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how customers view products</li> <li>• Describe how marketers keep a consumer focus during product development</li> <li>• Generate product ideas to contribute to ongoing business success</li> <li>• Determine feasibility of product idea</li> <li>• Position products to acquire desired business image</li> </ul>
<b>Phase III Textbook/Materials</b>	
<b>Phase IV Summative Assessment Evidence</b>	
<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b>
<b>Phase V Learning Plan</b>	

<b>Phase II Curriculum</b>	
<b>Unit 7: Promotional Strategy</b>	
<b>Essential Questions:</b>	<b>Essential Understanding:</b>
<ol style="list-style-type: none"> <li>1. What is <b>promotional strategy</b>?</li> <li>2. What are the elements of a <b>promotional mix</b>?</li> <li>3. How does a business select the type of promotional strategy?</li> <li>4. What is <b>public relations</b>?</li> <li>5. Why is promotional strategy effectiveness important?</li> </ol>	<ol style="list-style-type: none"> <li>1. Promotional strategy is the method businesses use to spread the word about products or services to customers, stakeholders and the broader public.</li> <li>2. A promotional mix is the combination of advertising, public relations, personal selling and sales promotion.</li> </ol>

	<ol style="list-style-type: none"> <li>3. The specific promotional strategy that is selected depends on the product itself, the target market, the product price and distribution, the availability of resources, and the company's philosophy.</li> <li>4. Public relations is the effort to reach consumers by generating positive publicity.</li> <li>5. Businesses must evaluate advertising campaigns to measure how well they meet the objectives of the advertising plan.</li> </ol>
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**Curriculum Standards- DOK noted where applicable with Standards**

I. Use product placement to build brand and to promote products.  
 Explain the use of product placement PR:323  
 Identify opportunities for product placement PR:331

II. Manage media planning and placement to enhance return on marketing investment.  
 Determine advertising reach of media PR:225  
 Read media schedule PR:348  
 Calculate media costs PR:009  
 Select advertising media PR:010

III. Utilize publicity to inform stakeholders of business activities.  
 Explain the impact of digital techniques on public relations practices PR:376  
 Write a press release PR:057  
 Create a public-service announcement PR:268  
 Create a press kit PR:226  
 Coordinate press releases PR:138  
 Obtain publicity PR:055

IV. Utilize publicity/public-relations activities to create goodwill with stakeholders.  
 Analyze costs/benefits of company participation in community activities PR:056  
 Explain current issues/trends in public relations PR:313  
 Describe the use of crisis management in public relations PR:282  
 Develop a public-relations plan PR:088

**LEARNING TARGETS**

<b>Knowledge/Content I Know ...</b>	<b>Skills/Processes I Can ...</b>
<ul style="list-style-type: none"> <li>• Marketers typically use several or all of the different types of promotion.</li> <li>• It is important to remember that each type of promotion serves a different purpose in the promotional mix and should be used to complement the other methods of promotion.</li> <li>• The blueprint for how the elements of the promotional mix will work together in a promotional plan.</li> <li>• Marketers follow a step-by-step process to develop a promotional plan that is focused, efficient, and based on achievable goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the five major factors that affect the promotional mix</li> <li>• Select the target market</li> <li>• Identify promotional objectives</li> <li>• Set the promotional budget</li> <li>• Develop the promotional mix for a business/project</li> <li>• Implement the promotional plan</li> <li>• Evaluate the results</li> </ul>

**Phase III Textbook/Materials**

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<b>Phase IV Summative Assessment Evidence</b>	
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<b>Phase V Learning Plan</b>	