



SCHOOL DISTRICT OF MONROE

Preparing for the Future, One Child at a Time

Marketing Concepts

Course Description:

The curriculum for this elective course is developed from the [Wisconsin Standards for Business and Information Technology](#). Students will be exposed to and practice introductory skills related to: the basics of marketing, marketing information and research, importance of customer needs and wants in marketing, competition, e-commerce and social responsive marketing, developing a marketing strategy, developing successful products, determining the best price, and being creative with advertising and effective promotion. Grades are determined by quizzes, tests, projects and daily work. The information in this course overview outlines what students should understand and be able to do by the end of the trimester.

Mastery Standards:

Summarize the importance of social responsibility in all areas of business. (BIT.BLE5.a)

Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes. (BIT.MK1)

Unit	Description of Unit and Learning Targets
<p>Unit Title: Marketing Today and Tomorrow</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • What is marketing? • Why is marketing an important part of our culture and economic system? • Why are all the functions of marketing important to the success of a business? 	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Understand what marketing is. • Explain why businesses need marketing. • Understand the marketing concept. • Know the changing role of marketing.
<p>Unit Title: Socially Responsive Marketing</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How has one individual acting unethically impacted our economy? • What businesses have caused financial destruction with their unethical acts? • What ethical decisions have you made that affects others? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Understand the impact of marketing. • Explain the criticisms of marketing. • Describe the increasing importance of social responsibility.
<p>Unit Title: Marketing Begins with Economics</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • How do people interact in market economies to realize the most efficient and least costly use of resources? • To what extent do prices send signals to buyers and sellers in a market? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Understand scarcity and private enterprise. • Observe the law of supply and demand. • Describe types of economic competition. • Learn how to enhance economic utility.
<p>Unit Title: The Basics of Marketing</p>	<p>Students will...</p>

<p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • What value does the marketing mix provide to a business? 	<p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Discuss changes in today's marketing. • Plan a marketing strategy. • Decipher consumers and competitors. • Understand the varied role of marketing.
<p>Unit Title: Marketing Information and Research</p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> • Why is it important for a business to have reliable market information? • What are the different ways to collect market information? • What are the limitations to market research? 	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> • Understand the need for market information. • Find and manage marketing information. • Use marketing research. • Collect primary data.