

LITCHFIELD PUBLIC SCHOOLS
Core Curriculum Scope and Sequence
Marketing

	CT Frameworks/ Standards	Content and Skill Objectives Students will be able to:	Assessments	Resources
Intro to Marketing/Target Market/SWOT Analysis Weeks 2	CT Marketing Standard B – 17. Explain the concept of market and market identification. 18. Explain the concept of marketing strategies. 25. Explain the SWOT analysis strategic planning method for marketing. 21. Describe the nature of target marketing in marketing communications. 24. Define a target market and the factors impacting target market selection.	<ul style="list-style-type: none"> - Summarize the difference between a consumer market and an industrial market - Define market share and express in a pie chart - Analyze existing businesses using a SWOT analysis - Evaluate businesses using a SWOT analysis and propose recommendations - Recognize 3 C's and PEST factors when performing a SWOT analysis - Explain the concept of consumers vs. customers - Examine the basis of marketing: The Marketing Mix - Understand the value of narrowing a larger market - Identify 4 major components of market segmentation - Assess each component to construct effective target markets 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Marketing mix matrix activity - SWOT Presentation - Quiz 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

<p>Product Planning</p> <p>Weeks 3</p>	<p>CT Marketing Standard B -</p> <p>15. Describe consumer life cycles.</p> <p>32. Describe the importance of product life cycle.</p> <p>CT Marketing Standard E -</p> <p>30. Determine initial feasibility of product idea.</p> <p>31. Describe process for adjusting ideas to create a functional product.</p>	<ul style="list-style-type: none"> - Describe the product life cycle - Recognize characteristics of each stage of the product life cycle - Apply appropriate marketing strategies for each section of the product life cycle - Differentiate between product depth and product width - Identify a product mix, product line, and product item of sample companies - Understand the purpose of line extensions and product modifications - Propose product additions for sample businesses using line extensions and product modifications - Define the process of creating a new product - Generate a new product in a given scenario using the product planning process - Summarize reasons it may be necessary for a company to delete a product 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Product mix chart (Microsoft Word SmartArt) - Product life cycle diagram and table - Old Tyme Toys case study (new product design) - Cereal creation project - Quiz 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog
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	34. Describe factors used by marketers to position products/services.	<ul style="list-style-type: none"> - Analyze the positioning strategies of well-known brands - Explain the goal of product positioning and how it relates to a company's image 		
Branding (Product) Weeks 2	CT Marketing Standard E - 35. Explain the nature of product/service branding.	<ul style="list-style-type: none"> - Explain the importance of branding - Identify the various forms that brands take - Explain types of protections the government uses for branding - Characterize National Brands, Private Label Brands, and Generic Brands - Compare and contrast these types of brands - Examine advantages and disadvantages of each brand - Classify real products into their brand categories - Construct branding strategies for sample products 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Branding Alphabet - Branding Vocab - Branding project - Quiz 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

<p>Promotion, Sales Promotions</p> <p>Weeks 3</p>	<p>CT Marketing Standard F -</p> <p>36. Explain direct marketing channels</p> <p>37. Identify and define media types.</p> <p>38. Describe and compare communications channels used in sales promotion and public-relations activities.</p> <p>39. Identify types of public-relations activities.</p>	<ul style="list-style-type: none"> - Explain the difference between Product Promotion and Industrial Promotion - Illustrate the push-pull concept using examples - Identify the components of a promotional mix - Recognize specific types of marketing used in each component of the promotional mix - Create a promotional mix plan for a sample company - Compare and contrast characteristics of trade promotions and consumer promotions - Identify and analyze each type of sales promotion - Apply appropriate types of sales promotions to practical scenarios - Discuss how publicity differs from other promotional mix items - Identify the sections of a news 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Quiz - Sales Promotion PowerPoint presentation - Promotional Mix case study - Product placement project 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog
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		release and construct a mock news release		
<p align="center">Visual Merchandising (Promotion)</p> <p align="center">Weeks 2</p>	<p>CT Marketing Standard B –</p> <p>13. Describe the nature and scope of consumer behavior</p>	<ul style="list-style-type: none"> - Define visual merchandising - Understand the role of a visual merchandiser - Research the career path of a visual merchandiser - Summarize the 4 Elements of Visual Merchandising - Examine the purpose of each element and identify key characteristics - Construct and effective storefront using key components - Diagram a store layout which maximizes space and promotes sales - Identify types of interior displays 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Quiz - Construct a storefront project - Store layout project 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

<p>Artistic Design</p> <p>Weeks 1</p>	<p>CT Marketing Standard B –</p> <p>13. Describe the nature and scope of consumer behavior</p>	<ul style="list-style-type: none"> - Define key artistic elements including line, color, shape, direction, texture, proportion, motion, and lighting - Analyze the use of each element by businesses in advertisements and interior displays - Evaluate the meanings of colors and how to evoke emotions using color combinations - Design effective displays for a target market using artistic components 	<ul style="list-style-type: none"> - Reading notes - Reading check - Psychology of color project - Interior display analysis activity 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog
<p>Advertising</p> <p>Weeks 2</p>	<p>CT Marketing Standard B –</p> <p>13. Describe the nature and scope of consumer behavior</p> <p>CT Marketing Standard F -</p> <p>37. Identify and define media types.</p>	<ul style="list-style-type: none"> - Examine the difference between promotional advertising and institutional advertising - Compare and contrast the different types of print media - Recognize appropriate uses of each type of print media - Compare and contrast the different types of broadcast media - Distinguish advantages and disadvantages of each type of broadcast media 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Quiz - Advertising campaign assignment - Research the history and development of online and specialty advertising - Modernize a classic advertising campaign 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

	<p>41. Explain characteristics of online advertisements</p> <p>42. Describe mobile advertising strategies.</p> <p>43. Explain the process for determining advertising reach of media.</p>	<ul style="list-style-type: none"> - Analyze the emergence of online advertising as a mainstream advertising method - Discuss new, ‘specialty’ advertising media - Examine how advertising is measured - Compare advertising statistics to industry benchmarks 		
<p>Pricing Strategies</p> <p>Weeks 3</p>	<p>CT Marketing Standard D –</p> <p>26. Explain the pricing function.</p> <p>27. Describe the role of business ethics in pricing.</p> <p>29. Explain factors affecting pricing decisions.</p>	<ul style="list-style-type: none"> - Identify the different forms of price - Describe the various goals of pricing - Identify and describe various pricing methods - Describe unlawful pricing practices: price fixing, price discrimination, loss leader, bait-and-switch - Calculate Return on Investment - Identify factors which contribute to pricing decisions - Predict pricing future of products based on new knowledge - Calculate the break-even point 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Quiz - Pricing calculations review problems - Supply and demand research activity - Pricing laws presentation 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

		<ul style="list-style-type: none"> - Explain what calculations such as ROI and break-even tell about a business - Analyze elastic demand vs. inelastic demand - Understand the concept of supply and demand - Diagram and analyze different supply and demand curves 		
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Distribution Considerations (Place) Weeks 2	CT Marketing Standard B - 7. Define channel management. 9. Describe channels of distribution.	<ul style="list-style-type: none"> - Explain the various members of a channel and define their role - Trace the different channels of distribution for products - Evaluate advantages and disadvantages of different sizes in channels - How to forecast sales and merchandising needs - Identify different types of transportation companies use to ship and receive products - Produce an effective supply channel with appropriate transportation for a given product 	<ul style="list-style-type: none"> - Reading notes - Reading check - Blog assignment - Quiz - Research distribution channels of various products - Estimate costs of distribution for products of real businesses - “Eggcellent” distribution channel project 	<ul style="list-style-type: none"> - Marketing Essentials Textbook - Class website - QuizStar website - Class Blog

		<ul style="list-style-type: none">- Describe logistics and considerations that companies make in shipping and storing goods		
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