



# SCHOOL DISTRICT OF THE CHATHAMS CURRICULUM PROFILE



**CONTENT AREA(S):** Business

**COURSE/GRADE LEVEL(S):** Marketing Strategy Essentials/ 10<sup>th</sup> - 12<sup>th</sup> Grade

## **I. Course Overview**

This course enables students to acquire a broad and comprehensive understanding of the principles of Marketing. Given Chatham's proximity to the global hub of New York City, students are well-situated to witness the influence of Marketing in the world around them. Marketing plays a vital role in the business world, and those with an understanding of the basic tenets of Marketing have a clear competitive advantage. Specific content covered in this course includes: Market Research, Branding, Product planning & development, Pricing, Economics, Promotion, Distribution, and Selling. Using course content as an engaging backdrop, students will develop communication skills, self-confidence, & a general business acumen.

## **II. Units of Study**

- Unit 1 – Marketing is All Around Us
- Unit 2 – Marketing Information Management
- Unit 3 – Branding
- Unit 4 – Product Management
- Unit 5 – Pricing & Economics
- Unit 6 – Distribution
- Unit 7 – Promotion
- Unit 8 – Selling

## **III. Learning Objectives**

### **New Jersey Core Curriculum Content Standards:**

21st-Century Life and Careers - All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.

#### A. Critical Thinking and Problem Solving

- 9.1.12.A.1 Apply critical thinking and problem-solving strategies during structured learning experiences
- 9.1.12.A.2 Participate in online strategy and planning sessions for course-based, school-based, or outside projects.



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9.1.12.A.3 Assess how a variety of problem-solving strategies are being used to address solutions to global problems by participating in online discussions with peers from other countries.

9.1.12.A.4 Justify problem-solving strategies used in the development of a particular innovative product or practice in the United States and in another country.

## B. Creativity and Innovation

9.1.12.B.1 Present resources and data in a format that effectively communicates the meaning of the data and its implications for solving problems, using multiple perspectives.

9.1.12.B.2 Create and respond to a feedback loop when problem solving.

9.1.12.B.3 Assist in the development of innovative solutions to an onsite problem by incorporating multiple perspectives and applying effective problem-solving strategies during structured learning experiences, service learning, or volunteering.

## C. Collaboration, Teamwork, and Leadership

9.1.12.C.5 Assume a leadership position by guiding the thinking of peers in a direction that leads to successful completion of a challenging task or project.

## E. Communication and Media Fluency

9.1.12.E.1 Create messages for different purposes and audiences with sensitivity to cultural, gender, and age diversity, using various digital media outlets.

9.1.12.E.2 Generate digital media campaigns in support of or opposing a current political, social, or economic issue.

9.1.12.E.4 Predict the impact of emerging media technologies on international business and globalization.

## F. Accountability, Productivity, and Ethics

9.1.12.F.1 Explain the impact of current and emerging technological advances on the demand for increased and new types of accountability and productivity in the global workplace.

## 8.1 Educational Technology

A. Technology Operations and Concepts

B. Creativity and Innovation

C. Communication and Collaboration

D. Digital Citizenship

E. Research and Information Literacy

F. Critical Thinking, Problem Solving, and Decision Making



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## IV. Essential Questions

### Unit 1: Marketing is All Around Us

- What is marketing?
- How are you part of the marketing process?
- What benefits are derived from marketing?
- How can marketing efforts be classified & organized?
- Why is marketing mix so important?

### Unit 2: Marketing Information Management

- What information would be helpful for businesses to know prior to determining marketing strategies?
- What benefits are garnered by conducting marketing research?
- How can a threat also be an opportunity?
- What kinds of information are gathered via marketing research?

### Unit 3: Product Management

- What does it mean to position a product?
- What purpose does branding serve?
- How do you think product managers determine which features & benefits the product should offer?
- When would it make sense for producers to adopt a co-branding strategy?
- What benefits can a product's package provide?

#### Chapter 2 of Unit 3: Branding

- How do marketers use branding?
- What purpose does branding serve?
- What advantages does branding provide to the business?
- What advantages does branding provide to consumers?

### Unit 4: Pricing & Economics

- Why do prices drop when products become more popular?
- When might an increase in price not result in an increase in profit?
- When and why would marketers set prices below cost?
- How could an online comparison-shopping site be useful for a marketing manager?
- What is the benefit of knowing a product's ROI?
- What examples of pricing strategies have you seen in your daily life?

### Unit 5: Distribution

- How can distribution decisions affect product image?
- Why do small retailers commonly use the services of wholesalers?
- What are the pros & cons of shopping online vs. at a brick-and-mortar store?
- How do sales forecasts impact decisions about distribution?



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## Unit 6: Promotion

- What are some examples of good publicity?
- How can sales receipts be used for promotion?
- Why do you think retail stores hold sales during holidays which are not typically associated with gift-giving?
- How can promotional strategies be evaluated?

## Unit 7: Selling

- What qualities do successful salespeople possess?
- How can a positive attitude lead to success?
- When was the last time you were involved in the selling process?
- Why do different products warrant different sales approaches?
- How does writing down goals increase success rate?

## **V. Key Performance and Benchmark Tasks**

- Homework, classwork, project assignment completion, timeliness, & quality
- Teacher-made tests and quizzes
- Written assignments
- Project-based Assessment
- Class Presentations
- Class participation and graded discussion
- Formative and Summative evaluations
- Marketing Projects

## **VI. Instructional Materials**

Teacher selected text articles and videos, including selections from:

- CNN Money
- Bloomberg
- CNBC
- Wall Street Journal Online
- Forbes
- Harvard Business Review
- Knowledge Matters, Inc