



Auburn School District

Marketing

		Total Framework Hours up to: 180
CIP Code: 521401	<input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified: January 2014
Career Cluster: Marketing		Cluster Pathway: Marketing Management

Unit Outline

	<u>Hours</u>
Unit 1: Basic Marketing Principles	25
Unit 2: Selling	15
Unit 3: Economics	20
Unit 4: Management	15
Unit 5: Ethics	15
Unit 6: Communications	20
Unit 7: Professional Development	10
Unit 8: Operations	5
Unit 9: Marketing Information Management	15
Unit 10: Entrepreneurship	40
Unit 11: Promotion	15
Total Hours	<u>195</u>

UNIT 1 Basic Marketing Principles

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

Skills

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

1. Basic Marketing Principles

Competencies

Total Learning Hours for Unit: 25

- Explain the functions of marketing
- Discuss basic skills and abilities needed to be successful in business
- Conduct a SWOT analysis
- Explain the basic elements of a marketing plan
- Explain the concept of market segmentation
- Analyze a target market
- Differentiate between mass marketing and market segmentation

Common Core Washington State Standards

Speaking and Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks. • Determine central ideas or themes of text and analyze their development
Reading Common Core	
Writing Common Core	

UNIT 2 Selling

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

- Prepare for DECA Principles event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of purposes to align with industry standards

Activity

Selling Core Assessment

Skill(s)

Communicate Clearly

Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions

Interact Effectively with Others

Know when it is appropriate to listen and when to speak

Standards and Competencies

- Explain the nature and scope of the selling function (SE: 017) (CS)*
- Explain the role of customer service as a component selling relationships (SE: 076) (CS) *
- Explain key factors in building a clientele (SE: 828) (SP)
- Explain company selling policies (SE: 932) (CS) *
- Explain business ethics in selling (SE: 106) (SP)
- Describe the use technology in selling function (SE: 107) (SP)
- Analyze product information to identify product features and benefits (SE: 109) (SP)
- Acquire product information for use in selling (SE: 062) (CS) *

Standard/Unit:

2. Selling – Acquire a foundational knowledge of selling to understand its nature and scope

Competencies

Total Learning Hours for Unit: 15

- Explain the nature and scope of the selling function (SE: 017) (CS)*
- Explain the role of customer service as a component selling relationships (SE: 076) (CS) *
- Explain key factors in building a clientele (SE: 828) (SP)
- Explain company selling policies (SE: 932) (CS) *
- Explain business ethics in selling (SE: 106) (SP)
- Describe the use technology in selling function (SE: 107) (SP)
- Analyze product information to identify product features and benefits (SE: 109) (SP)
- Acquire product information for use in selling (SE: 062) (CS) *

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Speaking and Listening 9–12

Comprehension and Collaboration

2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

	CCSS.ELA-Literacy.SL.11-12.2
Presentation of Knowledge	6. Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-Literacy.SL.11-12.6

UNIT 3 Economics

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, simulations and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

3. Economics

Competencies

Total Learning Hours for Unit: 20

- Define the Concept of an Economy
- List the Factors of Production
- Identify and discuss various types of economic systems
- Explain the concept of how an economy is measured
- Analyze the phases of the business cycle
- Distinguish between price and non-price competition
- Explain the theory of supply and demand
- Identify the types of businesses in the industrial market

Common Core Washington State Standards

Speaking and Listening Common Core	<p>Comprehension and Collaboration</p> <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Math Common Core	<p>Select and apply strategies to solve problems Read and interpret diagrams, graphs, and text containing the symbols, language, and conventions of mathematics</p>
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 4 Management

Performance Assessments:

Students will be evaluated using formative and summative assessments. Examples include: individual or group presentations on the evolution of management, class discussion, simulations and in class activities. Students will read and discuss management styles case studies in small and large groups.

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

4. Management

Competencies

Total Learning Hours for Unit: 15

- Define Management
- Name the three levels of management
- Explain the role of management
- Define Entrepreneurship

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 5 Ethics

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

5. Ethics

Competencies

Total Learning Hours for Unit: 15

- Explain why ethics are important in business
- Discuss Ethical Dilemmas
- Describe the ways in which businesses demonstrate their social responsibility
- Apply guideline for ethical behavior

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Social Studies	Analyzes consequences of positions on an issue or event
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 6 Communications

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:
 6. Communications

Competencies

Total Learning Hours for Unit: 20

- Identify various channels of communication
- Make oral presentations
- Participate in group discussions
- Express issues using verbal and written communications
- Select and utilize appropriate written communications for professional writing

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 7 Professional Development

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

7. Professional Development

Competencies

- Identify skills needed to enhance career progression
- Access personal interests and skills needed for success in business
- Demonstrate professionalism in the workplace

Total Learning Hours for Unit: 10

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 8 Operations

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

8. Operations

Competencies

Total Learning Hours for Unit: 5

- Demonstrate health and safety policies and procedures
- Demonstrate knowledge of retail operations
- Demonstrate effective teamwork in the workplace

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 9 Marketing Information Management

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations and in class activities

Leadership Alignment: Leadership activity embedded in curriculum and instruction and includes the following:

- Prepare for DECA event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of communications purposes to align with industry standards
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Standards and Competencies

Standard/Unit:

9. Marketing Information Management

Competencies

Total Learning Hours for Unit: 15

- Discuss the nature, importance and usage of marketing research in planning and implementing marketing strategies
- Differentiate between primary and secondary sources of data
- Collect and interpret marketing information

Common Core Washington State Standards

Speaking & Listening Common Core	<p>Comprehension and Collaboration</p> <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Math Common Core	Select and apply strategies to solve problems
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 10 Entrepreneurship

Performance Assessments:

Students will be evaluated using a variety of formative and summative assessments. Examples include: individual or group projects, class discussions, case studies, presentations and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
 DECA Competitive Events Program
- Prepare for DECA series event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of communications purposes to align with industry standards

Standards and Competencies

Standard/Unit:

10. Entrepreneurship

Competencies

Total Learning Hours for Unit: 40

- Explain the concept of private enterprise
- Explain the types of business risks
- Explain the nature of risk management
- Develop a business plan
- Understands Basic Financial Documents
- Explain the nature of marketing plans

Common Core Washington State Standards

Speaking & Listening Common Core	Comprehension and Collaboration <ul style="list-style-type: none"> • Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively. • Present information, findings, and supporting evidence, conveying a clean and distinct perspective, such that listeners can follow the line of reasoning alternative or opposing perspectives are addressed and the organization development substance and style are appropriate to purpose audience and a range of formal an informal tasks.
Math Common Core	Select and apply strategies to solve problems
Reading Common Core	<ul style="list-style-type: none"> • Determine central ideas or themes of text and analyze their development
Writing Common Core	<ul style="list-style-type: none"> • Develop the topic thoroughly by selecting the most significant and relevant facts and definitions, details or other information and examples appropriate to the audience's knowledge of topic

UNIT 11 Promotion

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Promotion Core Standards Assessment

Skill(s)
Be Responsible to Others
Act responsibly with the interests of the larger community in mind

Standards and Competencies

Standard/Unit:
11. Promotion – Advertise to communicate promotional messages to targeted audiences

Competencies	Total Learning Hours for Unit: 15
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- Explain the role of promotion as a marketing function (PR: 001) (CS) *
- Explain the types of promotion (PR: 002) (CS) *
- Identify the elements of the promotional mix (PR: 003) (SP)
- Explain the nature of a promotional plan (PR: 073) (SP)
- Explain the types of advertising media (PR: 007) (SP)
- Explain the components of advertisements (SP: 014) (SP)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies 6–12

Integration of Knowledge and Ideas	7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. CCSS.ELA-Literacy.RLHSS.11-12.7
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21st Century Skills

Check those that students will demonstrate in this course:

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation <input checked="" type="checkbox"/> Think Creatively <input checked="" type="checkbox"/> Work Creatively with Others <input checked="" type="checkbox"/> Implement Innovations</p> <p>Critical Thinking and Problem Solving <input checked="" type="checkbox"/> Reason Effectively <input checked="" type="checkbox"/> Use Systems Thinking <input checked="" type="checkbox"/> Make Judgments and Decisions <input checked="" type="checkbox"/> Solve Problems</p> <p>Communication and Collaboration <input checked="" type="checkbox"/> Communicate Clearly <input checked="" type="checkbox"/> Collaborate with Others</p>	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy <input checked="" type="checkbox"/> Access and /evaluate Information <input checked="" type="checkbox"/> Use and Manage Information</p> <p>Media Literacy <input type="checkbox"/> Analyze Media <input type="checkbox"/> Create Media Products</p> <p>Information, Communications and Technology (ICT Literacy) <input checked="" type="checkbox"/> Apply Technology Effectively</p>	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability <input checked="" type="checkbox"/> Adapt to Change <input checked="" type="checkbox"/> Be Flexible</p> <p>Initiative and Self-Direction <input checked="" type="checkbox"/> Manage Goals and Time <input checked="" type="checkbox"/> Work Independently <input checked="" type="checkbox"/> Be Self-Directed Learners</p> <p>Social and Cross-Cultural <input checked="" type="checkbox"/> Interact Effectively with Others <input checked="" type="checkbox"/> Work Effectively in Diverse Teams</p> <p>Productivity and Accountability <input checked="" type="checkbox"/> Manage Projects <input checked="" type="checkbox"/> Produce Results</p> <p>Leadership and Responsibility <input checked="" type="checkbox"/> Guide and Lead Others <input checked="" type="checkbox"/> Be Responsible to Others</p>
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