

## Business Curriculum

<b>Building: CHS</b>				
<b>Course: Marketing Techniques</b>				
<b>Competency Group: Marketing</b>				
<b>Competency Description: course designed to integrate all forms of communications used in the selling process. Students will gain an understanding of the importance of selling and how the effective use of advertising and promotion will aid in the selling process.</b>				
<b>Measurable Learner Objective</b>	<b>Integrated Skills/ Crosscutting</b>	<b>DOK</b>	<b>Unit</b>	<b>Instructional Strategies/Student Activities/ Resources</b>
Explain the nature and scope of the selling function		1	Unit 5	Online textbook
Explain the role of customer service as a component of selling relationships		1	Unit 5	Online textbook
Explain the selling process		1	Unit 5	Online textbook
Plan and present a sales presentation	Communication Arts & technology	3	Unit 5	Student will plan and present a sales presentation to be presented to the class
Identify various types of selling	Communications Arts	1	Unit 5	Online textbook
Analyze specialized selling techniques	Communications Arts	4	Unit 5	Online textbook and graphic organizers
Analyze advertising medias	Communications Arts	4	Unit 6	Compare and contrast different advertising mediums

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Evaluate promotional activities	Communications Arts	3	Unit 6	Research different promotional activities to find successful/unsuccessful examples
Manage promotional activities	Communications Arts & technology	2	Unit 6	Online textbook
Develop and plan promotional activities	Communications Arts & technology	3	Unit 6	develop a promotional plan for a specific product
Utilize visual merchandising in the promotional mix	Communications Arts & technology	2	Unit 6	present a window display of a product
Explain the nature and scope of the pricing function	Communications Arts	1	Unit 8	Online textbook
Explain factors affecting pricing decisions	Communications Arts	1	Unit 8	Online textbook
Explain the use of technology in the pricing function	Communications Arts & technology	1	Unit 8	Online textbook
Select pricing strategies	Communications Arts & Mathematics	1	Unit 8	Graphic organizer listing price adjustment strategies and the six steps to determining price
Calculate break-even point	Mathematics	2	Unit 8	Online textbook
Explain legal considerations for pricing	Communications Arts	1	Unit 8	Online textbook