

Business Curriculum

Building: Cape Career and Technology Center				
Course: Marketing I				
Competency Group: Product Service Management				
Competency Description: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Acquire a foundational knowledge of product/service management to understand its nature and scope.	Language Arts/Writing Observations	2- Skill/Concept	Chapter 1 and 3	<ul style="list-style-type: none"> ● lecture/guid ed notes ● chapter quiz ● marketing wall ● chapter activities ● chapter test
Generate product ideas to contribute to ongoing business success.	Language Arts/Writing	3- Strategic Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Food truck design
Apply quality assurances to enhance product/service offerings.	Language Arts/Writing Math	3- Strategic Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Food truck menu
Employ product-mix strategies to meet customer expectations.	Language Arts/Writing Math	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● marketing research
Position products/services to acquire desired business image.	Language Arts/Writing	3- Strategic Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Food truck design

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Position company to acquire desired business image.	Language Arts/Writing Math	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Marketing research
Employ product-mix strategies to meet customer expectations.	Language Arts/Writing Math	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Marketing research
Utilize assortment-mix strategies to create maximum mix of products at minimum cost.	Language Arts/Writing Math	3- Strategic Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Food truck menu
Understand company's unique competitive advantage to recognize what sets the company apart from its competitors.	Language Arts/Writing Math	3- Strategic Thinking 4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Marketing Research ● Food Truck Menu

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Building: CTC				
Course: Introduction to Marketing				
Competency Group: Economics				
Competency Description: Understands the economic principles and concepts fundamental to business operations.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Integrates sociological knowledge of group behavior to understand customer decision-making.	Language Arts/Writing	2- Skill/Concept	Chapter 5	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz
Understand the nature of business to show its contributions to society	Language Arts/Writing	2- Skill/Concept	Chapter 5	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz
Understand economic systems to be able to recognize the environments in which businesses function.	Language Arts/Writing	2- Skill/Concept	Chapter 6	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz ● Chapter Test
Understand economic indicators to recognize economic trends and conditions.	Language Arts/Writing	2- Skill/Concept	Chapter 6	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz ● Chapter Test

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Building: CTC				
Course: Introduction to Marketing				
Competency Group: Marketing Concepts				
Competency Description: Understands the concepts, strategies, and systems used to obtain and convey ideas and information about customer group behavior to understand customer decision-making.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Understand fundamental economic concepts to obtain a foundation for employment in business.	Language Arts/Writing	2- Skill/Concept	Chapter 2	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Chapter Activities ● Chapter Test ● Chapter Quiz
Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	Language Arts/Writing	2- Skill/Concept	Chapter 1	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Chapter Activities ● Chapter Test ● Chapter Quiz
Understand marketing's role and function in business to facilitate economic exchanges with customers.	Language Arts/Writing	2- Skill/Concept	Chapter 4	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Chapter Activities ● Chapter Test ● Chapter Quiz
Employ marketing information to develop a marketing plan.	Language Arts/Writing Math	2- Skill/Concept 4- Extended Thinking	Food Truck Project	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Chapter Activities

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				<ul style="list-style-type: none"> ● Chapter Test ● Chapter Quiz ● Marketing Plan Project
Employ marketing information to determine and meet customer needs.	Language Arts/Writing Math	2- Skill/Concept 4- Extended Thinking	Chapter 4 Food Truck Project	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Chapter Activities ● Chapter Test ● Chapter Quiz ● Marketing Research

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Building: CTC Course: Introduction to Marketing				
Competency Group: Promotion				
Competency Description: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Acquire a foundational knowledge and manage promotional activities of promotion to understand its nature and scope, allow maximum return on promotional efforts.	Language Arts/Writing	2- Skill/Concept	Chapter 1	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz ● Chapter Test
Understand the use of an advertisement's components to communicate with targeted audiences.	Language Arts/Writing	2- Skill/Concept	Chapter 1	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz ● Chapter Test

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Understand the use of an advertisement's components to communicate with targeted audiences.	Language Arts/Writing	2- Skill/Concept	Chapter 1	<ul style="list-style-type: none"> ● Lecture/Guided Notes ● Class Activities ● Chapter Quiz ● Chapter Test
Understand the use of direct marketing to attract attention and build brand.	Language Arts/Writing	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Competitive Analysis
Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.	Language Arts/Writing Communication Arts Graphic Design	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Social Media Campaign
Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.	Language Arts/Writing Communication Arts Graphic Design	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Social Media Campaign

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Evaluate advertising copy strategies that can be used to create interest in advertising messages.	Language Arts/Writing	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Sales Promotion ● Marketing Plan
Assess advertisements to ensure achievement of marketing communications goals/objectives.	Language Arts/Writing	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Sales Promotion ● Marketing Plan
Manage media planning and placement to enhance return on marketing investment.	Language Arts/Writing Math	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Financial Plan
Develop and execute an advertising campaign to achieve marketing communications objectives.	Language Arts/Writing Communication Arts	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none"> ● Sales Promotion

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Utilize publicity to inform stakeholders of business activities.	Language Arts/Writing Communication Arts	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none">● Business Pitch
Employ sales-promotion activities to inform or remind customers of business/product.	Language Arts/Writing Communication Arts	4- Extended Thinking	Food Truck Semester Project	<ul style="list-style-type: none">● Sales Promotion

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Building: Cape Career and Technology Center				
Course: Marketing I				
Competency Group: Pricing				
Competency Description: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Develop a foundational knowledge of pricing to understand its role in marketing.	Language Arts/Writing Observations	2- Skill/Concept	Chapter 1	<ul style="list-style-type: none"> ● lecture/guided notes ● chapter quiz ● marketing wall ● chapter activities ● chapter test
Employ pricing strategies to set prices for marketing communications services.	Language Arts/Writing Observations Math	3- Strategic Thinking	Chapter 3	<ul style="list-style-type: none"> ● lecture/guided notes ● chapter quiz ● chapter activities ● chapter test
Employ pricing strategies to determine optimal prices.	Math	4- Extended Thinking	Food Truck- Semester Project	<ul style="list-style-type: none"> ● business plan ● marketing plan ● financial plan

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