

# KPBSD Marketing I Curriculum – 2017

Industry Standards		
<p><b>National Standards for Business Administration and Marketing</b></p> <ol style="list-style-type: none"> <li>1. <b>Foundations of Marketing</b> <b>Achievement Standard:</b> Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li> <li>2. <b>Consumers and Their Behavior</b> <b>Achievement Standard:</b> Analyze the characteristics, motivations, and behaviors of consumers.</li> <li>3. <b>External Factors Achievement Standard:</b> Analyze the influence of external factors on marketing.</li> <li>4. <b>The Marketing Mix Achievement Standard:</b> Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</li> <li>5. <b>Marketing Research Achievement Standard:</b> Analyze the role of marketing research in decision making.</li> <li>6. <b>The Marketing Plan Achievement Standard:</b> Describe the elements, design, and purposes of a marketing plan.</li> </ol> <p><b>ALASKA STANDARDS ALIGNMENT:</b> <a href="#">Marketing I</a></p>	<b>Transfer Goals</b>	
	<p>Students will be able to independently use their learning to...</p> <ul style="list-style-type: none"> <li>Determine the needs and wants of customers through marketing research.</li> <li>Marketing practices are important to everyone because they impact individuals, business, and society.</li> <li>Determine how to satisfy customer needs by identifying a market mix.</li> </ul>	
	<b>Meaning</b>	
	<b>ENDURING UNDERSTANDINGS</b>	<b>ESSENTIAL QUESTIONS</b>
	<p>Students will understand...</p> <ul style="list-style-type: none"> <li>Marketing is an art and science.</li> <li>Marketing-related careers employ over 10% of the American workers and can influence one’s life in a variety of ways.</li> <li>The 4 P’s of marketing, an essential industry standard, (product, price, place, and promotion) are a fundamental underpinning of all marketing processes.</li> <li>The marketing concept is a focus on customers’ needs and wants while generating a profit.</li> <li>Consumers react differently to products perceived as needs versus wants.</li> <li>Three benefits of marketing are new and improved products, lower prices, and added value (utility).</li> <li>A marketing plan is a written document that directs the marketing activities of a company for a specific period of time.</li> <li>Marketing is a complex field of study aimed at assessing changing consumer needs and wants and profitably developing products and services that satisfy these needs and</li> </ul>	<p>Students will keep considering...</p> <ul style="list-style-type: none"> <li>How can comprehension and implementation of marketing concepts provide success in the business world?</li> <li>How do marketing strategies influence consumer decisions?</li> <li>What is the difference between needs and wants?</li> <li>What are the benefits of applying marketing strategies to business?</li> <li>What is the purpose of a marketing plan?</li> <li>In what ways does marketing strategies address the changing needs and wants of consumers?</li> <li>How do companies influence consumer’s perceptions effectively?</li> <li>How do companies renew products, and the need for those products?</li> </ul>

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	<p>wants while adhering to environmental and ethical standards.</p> <ul style="list-style-type: none"> <li>• Market segmentation classifies people in a given market into smaller groups.</li> <li>• Four methods of segmenting a market are demographics, geographic, psychographics, and buying behavior.</li> </ul>	
<b>Acquisition</b>		
	<p>Students will know...</p> <ul style="list-style-type: none"> <li>• The 4 P's of marketing are fundamental to effective practice in this discipline</li> <li>• Marketing is defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.</li> <li>• Marketing is an active process that requires developing, adapting, and applying a variety of skills and strategies to construct meaning from increasingly challenging and practical problems that deal with relevant issues that promote career development and intellectual growth.</li> <li>• The marketing concept is a focus on customers' needs and wants while generating a profit.</li> <li>• Consumers react differently to products perceived as needs versus wants. Three benefits of marketing are new and improved products, lower prices, and added value (utility).</li> </ul>	<p>Students will be skilled at...</p> <ul style="list-style-type: none"> <li>• Using the 4 P's in developing a simple marketing plan.</li> <li>• Analyzing the marketing mix in order to market the product to its target customer segments.</li> <li>• Collecting information, analyzing the information, and targeting customer needs and wants.</li> <li>• Reading the needs and wants of customer demand to market products.</li> <li>• Applying concepts of the four methods of segmenting a market to the marketing plan.</li> </ul>

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	<ul style="list-style-type: none"> <li>• A marketing plan is a written document that directs the marketing activities of a company for a specific period of time.</li> <li>• Marketing is a complex field of study aimed at assessing changing consumer needs and wants and profitably developing products and services that satisfy these needs and wants while adhering to environmental and ethical standards. Market segmentation classifies people in a given market into smaller groups.</li> <li>• Four methods of segmenting a market are demographics, geographics, psychographics, and buying behavior.</li> </ul>	
<b>Evidence</b>		
<b>Evaluative Criteria</b>	<b>Assessment Evidence</b>	
Rubrics Certification standards	<b>OTHER EVIDENCE:</b> Online glossary checks Binders/Notebook checks Exit Slips Whip Around 3-2-1 Strategy Quizzes/Chapter tests	
<b>Resources</b>		
National Business Education Standards – <a href="http://www.nbea.org">www.nbea.org</a>		