

# Pequannock Township School District

## Curriculum Syllabus

### Marketing II

## Course Description:

The Marketing II course is designed to teach you how to integrate the marketing and management principles you have learned into real world practice. This introduces students to advanced marketing functions and their application and impact on business operations. Marketing II builds off of the principles and concepts taught in Marketing I. Students assume a managerial perspective in applying economic principles in marketing, analyzing operation's needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. Computer projects, presentations, and simulations will be an important part of this class.

## Course Standards:

The following is a list of NJSLS that describe what students are expected to know and be able to do as a result of successfully completing this course. The following NJSLS are the basis of the assessment of student achievement. The learner will demonstrate mastery of:

1. *Career Ready Practices:*  
*CRP1, CRP2, CRP4, CRP6, CRP7, CRP8, CRP9, CRP10, CRP11, CRP12*
2. *Technology Standards:*  
*8.1.12.A.2, 8.1.12.B.2, 8.1.8.D.2, 8.1.12.D.1, 8.1.12.E.1, 8.1.12.F.1, 8.2.12.C.2, 8.2.12.D.2, 8.2.12.D.6*

## Scope and Sequence

### **Unit Plan 1: Marketing: The Art and Science of Satisfying Customers (3 Weeks)**

#### **Unit Summary & Rationale:**

**Unit Summary:** This unit focuses on the strategies that allow companies to succeed in today's interactive marketplace. We call customer satisfaction an art because it requires imagination and creativity and a science because it requires technical knowledge, skill, and experience.

Marketers must constantly look for ways to create loyal customers and build long-term relationships with those customers, often on a one-to-one basis. They must be able to anticipate customer needs and satisfy them with innovative goods and services. They must be able to do this faster and better than the competition. And they must conduct their business according to the highest ethical standards.

This unit sets the stage for the entire course, examining the importance of creating satisfaction through customer relationships.

**Unit Rationale:** This introductory unit on will serve as the foundation for a general overview of marketing principles and practices.

### **Unit Plan 2: Strategic Planning in Contemporary Marketing (6 Weeks)**

#### **Unit Summary & Rationale:**

**Unit Summary:** Today's marketers face strategic questions every day. Planning strategy is a critical part of their jobs. The marketplace changes continually in response to changes in consumer tastes and expectations, technological developments, competitors' actions, economic trends, political and legal events, product innovations and pressures from suppliers and distributors.

Although the causes of these changes often lie outside a marketer's control, effective planning can anticipate many of them. For example when the price of gas and jet fuel soared recently, travelers opted to stay close to home instead of enjoying vacations to exotic, faraway places. This represented an opportunity for places like Ocean City, Maryland, and Branson, Missouri. Any destinations that promoted itself to potential vacationers within a short drive could find itself adding up the profits.

**Unit Rationale:** This unit lays a foundation for analyzing all aspects of marketing by demonstrating the importance of gathering reliable information to create an effective plan. These activities provide a structure for a firm to use its unique strengths. Marketing planning identifies the markets a company can best serve as well as the most appropriate mix of approaches to satisfy the customers in those markets.

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### **Unit Plan 3: Consumer Behavior (4 Weeks)**

#### **Unit Summary & Rationale:**

**Unit Summary:** Why do people buy one product and not another? Finding answers to this question is at the center of every marketer's job. The answers—and there are many—aren't always obvious. But they directly affect every aspect of marketing strategy. From product development to pricing; or from target audience presentation to product promotion.

Marketers who plan to succeed with today's consumers need to understand how their potential market behaves. This calls for an understanding of consumer behavior—the process through which consumers (and business buyers) make purchase decisions, from toothbrushes to autos to vacations. The study of consumer behavior builds on an understanding of human behavior in general. In their efforts to understand why and how consumers make buying decisions, marketers borrow extensively from the sciences of psychology and sociology.

**Unit Rationale:** This unit focuses on individual purchasing behavior, including the personal and interpersonal determinants of consumer behavior. The unit then discusses the importance of changing or modifying components of consumers' attitudes about their products to gain a favorable attitude and purchase decision. It then elaborates on the consumer decision process which helps marketers to design effective marketing strategies. This unit will shift the focus to business buying decisions

#### **Unit Plan 4: Business-to-Business (B2B) Marketing (5 Weeks)**

##### **Unit Summary & Rationale:**

**Unit Summary:** The consumer marketplace is easy to see and define. We all act as consumers as we make purchases every day—whether it's a newspaper, a pack of gum, or a new convertible. But beyond the actual purchase, we also become aware of products or services, consider the options, think about what we truly need or what we merely want. And we can't help noticing the barrage of marketing messages aimed at us through a variety of media.

The same thing happens with business purchasers in their everyday considerations and decisions about buying goods and services. And the business-to-business, or B2B, marketplace is much larger than the consumer side of marketing. U.S. companies pay more than \$300 billion each year just for office and maintenance supplies. Government agencies contribute to the business-to-business market even further. The Department of Defense budget alone for one recent year was nearly \$515 billion. And business-to-business commerce conducted over the Internet now totals nearly \$3 trillion.

Unlike individual purchase decisions, decisions involved in the B2B market are more complex because it involves multiple decision makers. B2B purchase decisions emphasize customer satisfaction and customer loyalty—the key factors for

developing long-term relationships with partners. Ability to respond quickly to unique and changing circumstances is another dimension of these purchase decisions.

**Unit Rationale:** This unit discusses buying behavior in the business or organizational market. B2B marketing deals with organizational purchases of goods and services made for three reasons: to support production of other products, to facilitate daily company operations, and for resale. To distinguish between consumer and business transactions, consider the answers to two questions: Who is buying the good or service? Why is the purchase being made?

#### **Unit Plan 5: Market Segmentation, Targeting, and Positioning (6 Weeks)**

##### **Unit Summary & Rationale:**

**Unit Summary:** We are all unique individuals. This is also true of our identity as consumers in the world marketplace. No one wants to be stereotyped, but marketers do have to look at customers—and potential customers—to determine their unique characteristics, their lifestyles and values, their tastes and preferences, their needs and wants.

This unit focuses on the ways that all of these factors make up a market. A market is composed of people with sufficient purchasing power, authority, and willingness to buy. Many markets include consumers with different lifestyles, backgrounds, and income levels. Thus it's unusual for a single marketing mix strategy to attract all sectors of a market. By identifying, evaluating, and selecting a target market to pursue, marketers are able to develop a more efficient and effective marketing strategies. Even products that are intended for a more specific market need to be understood in terms of these factors. The unit explains that the target market for a product is the specific segment of consumers most likely to purchase a particular product. It then analyzes the process of dividing markets into understandable groups, called segmentation.

**Unit Rationale:** This unit discusses market segmentation, targeting, and positioning. The unit outlines useful ways for segmenting different populations across the globe and communicating with them, explaining the steps of the market segmentation process, and surveying strategies for reaching target markets. Finally, it looks at the role of positioning in developing a marketing strategy.

#### **Unit Plan 6: Retailers, Wholesalers, and Direct Marketers (4 Weeks)**

##### **Unit Summary & Rationale:**

**Unit Summary:** It's wonderful to have a great new product, and a great promotion to get the word out, but you need a way to get the product into the customer's hands.

Distribution—moving goods and services from producers to customers—is the second marketing mix variable and a key element in the big picture of the marketing mix.

A marketing channel is an organized system of marketing institutions that allow for the physical flow of goods and services from producer to purchaser. By contrast, logistics is the process that coordinates the flow of information, goods, and services among members of a marketing channel.

This unit is devoted to distribution strategy as it examines the other players in the marketing channel: wholesalers, retailers, and direct marketers. In looking at the ways today's retailers operate, the unit gives concrete examples of the many activities involved in selling goods to ultimate consumers. Then the unit discusses the role of wholesalers and other intermediaries who deliver goods from the manufacturers into the hands of retailers or other intermediaries.

**Unit Rationale:** This unit covers the activities, decisions, and marketing intermediaries involved in managing marketing channels and logistics. The unit concludes by looking at a small but growing aspect of nonstore retailing that we're all familiar with.

#### **Unit Plan 7: Advertising and Public Relations (8 Weeks)**

##### **Unit Summary & Rationale:**

**Unit Summary:** The unit begins by examining the various types of advertising and explaining how advertising is used to reach a firm's goals. The unit will then cover alternative advertising strategies and the process of creating an advertisement. Marketers often design campaigns around one or more types of ad strategies: comparative, celebrity, retail, or interactive advertising.

Next it provides a detailed look at various advertising media channels—television, radio, print advertising, direct mail, outdoor and interactive media. Television is probably the most obvious medium for non personal selling dollars, followed by other traditions.

**Unit Rationale:** The unit then turns to public relations, publicity, and cross-promotions, looking at alternative methods of measuring the effectiveness of both online and offline nonpersonal selling. It concludes by exploring current ethical issues relating to non-personal selling. al venues such as radio, magazines, and newspapers. But advertising isn't limited to those. It's now seen just about everywhere—on busses, at subway stops, in public restrooms, even on human bodies.

## **Assessments**

Evaluation of student achievement in this course will be based on the following:

- a. *Concept Mapping*
- b. *Quick write*
- c. *12 word summary*
- d. *Enter / exit ticket*
- e. *Think-Pair-Share*
- f. *One Minute Essay*
- g. *Muddiest Point*
- h. *Idea Wave*
- i. *Teacher Observation*
- j. *Journal Entries*
- k. *Roleplay*
- l. *Quick Concept Check*

## Curriculum Resources

### **Anchor Programs/Teacher Materials**

Teacher-generated handouts  
Graphic organizer  
Case Study (Harvard Review)  
Display creation project and rubric  
Google Form - For surveys  
Internet for advertisement examples  
Guided questions  
Graphic organizer  
Online Unit Reinforcement Materials  
Business Readiness Assessment

## Home and School Connection

The following are suggestions and/or resources that will help parents support their children:

- All students are encouraged to visit [www.hubspot.com](http://www.hubspot.com) for resources and course video
- For content related case studies, please visit <https://hbsp.harvard.edu/cases/> (Several case studies will be utilized in class.)
- Psychographic information: <http://blog.hubspot.com/insiders/marketing-psychographics>
- Demographic information: <http://www.inc.com/guides/2010/06/defining-your-target-market.html>
- Budget Information: Inc.com: <http://www.inc.com/encyclopedia/advertisingbudget.html>

