

# Pequannock Township School District

## Curriculum Syllabus

**Course Name and level / Grade level and Subject: Marketing I/Business**

### Course Description:

*Marketing & Advertising is designed to expose students to the fundamentals of business from a marketing & advertising perspective. The course starts with a foundation of economics and American business, and progresses with marketing and advertising concepts. Students will be utilizing computers and various types of software applications such as word processing software, presentation software, desktop publishing software, and spreadsheet software to prepare advertising and marketing projects and analyze typical "business" problems. The Internet will be utilized as an advertising medium. In addition, current events and trends pertaining to business will be discussed. The course provides a basic background in the field marketing as well as the knowledge and skills necessary for students furthering their education and/or obtaining employment in business.*

### 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. Students will determine the career opportunities available in the marketing and advertising industries. 9.1.12.A.2, 9.1.12.B.1, 9.4.12.I.04, 9.4.12.I3.06, 9.4.12.N.19, 9.4.12.N.73, 9.4.12.N2.11, 9.4.12.D.1, 9.4.12.N(4).17
2. Students will utilize appropriate technology in the design and implementation of documents and presentations.  
9.1.12.B.3, 9.4.12.N1.04, 9.4.12.A.25, 9.4.12.D.4, 9.4.12.D.24
3. Students will analyze different economic systems and how they function.  
9.4.12.N4.08, 9.4.12.A.16
4. Students will develop an understanding of a free enterprise system and the role of profit and competition. 9.4.12.N4.08, 9.4.12.I1.05, 9.4.12.A7.06, 9.4.12.N.(2).10, 9.4.12.N.(5).9

5. Students will explain the laws of supply and demand. 9.4.12.N4.08, 9.4.12.I1.05, 9.4.12.N.(2).10, 9.4.12.N.(5).9
6. Students will demonstrate understanding of economic indicators for measuring the success of an economy. 9.4.12.N.39, 9.4.12.N.82, 9.4.12.N1.04, 9.4.12.I.06,
7. Students will discuss the importance of marketing to a business. 9.1.12.A.3, 9.1.12.B.1, 9.2.12.A.1, 9.4.12.N.19, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.N1.04, 9.4.12.N.(1).7, 9.4.12.A7.06, 9.4.12.N(4).3, 9.4.12.N(5).1, 9.4.12.N(5).11, 9.4.12.N(6).1, 9.4.12.N(6).2, 9.4.12.J.(3).5, 9.4.12.I.(4).9, 9.4.12.N.20, 9.4.12.N.(2).10, 9.4.12.N.(4).10
8. Students will examine marketing approaches, the marketing mix, and identify markets. 9.1.12.A.3, 9.1.12.B.1, 9.2.12.A.1, 9.4.12.N.19, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.N1.04, 9.4.12.N.(1).6, 9.4.12.N.(1).11, 9.4.12.N.(1).7, 9.4.12.A7.06, 9.4.12.J(3).5
9. Students will examine various types of promotion and types of advertising. 9.2.12.A.1, 9.4.12.N.82, 9.4.12.J3.05, 9.4.12.N.18, 9.4.12.N(5).8, 9.4.12.N(5).11, 9.4.12.N(6).1, 9.4.12.N(6).2, 9.4.12.F.(5).1, 9.4.12.J.(3).5, 9.4.12.I.(4).9, 9.4.12.N.(4).10, 9.4.12.I(3).6, 9.4.12.J(3).5, 9.4.12.I(4).9
10. Students will prepare written advertisements and evaluate visual merchandising and display. 9.2.12.A.1, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.J3.05, 9.4.12.N(5).1, 9.4.12.N(5).8, 9.4.12.N(5).11, 9.4.12.N(6).1, 9.4.12.N(6).2, 9.4.12.J.(3).5, 9.4.12.I.(4).9, 9.4.12.N.20, 9.4.12.N.(4).10
11. Students will demonstrate an understanding of market research through gathering and conducting. 9.2.12.A.1, 9.4.12.N.19, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.N.18, 9.4.12.N.41, 9.4.12.N.(1).5, 9.4.12.N.(1).10, 9.4.12.I.06, 9.4.12.A7.06, 9.4.12.N(5).1, 9.4.12.N(5).8, 9.4.12.N(5).11, 9.4.12.N(6).1, 9.4.12.N(6).2, 9.4.12.F.(5).1, 9.4.12.J.(3).5, 9.4.12.I.(4).9, 9.4.12.N.20, 9.4.12.N.(4).10, 9.4.12.I(4).9
12. Students will analyze the nature of branding, packaging, and labeling products. 9.1.12.A.3, 9.1.12.B.1, 9.2.12.A.1, 9.4.12.N.19, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.A.16, 9.4.12.A7.06, 9.4.12.N(5).8, 9.4.12.F.(5).1, 9.4.12.J.(3).5, 9.4.12.I.(4).9, 9.4.12.N.(4).10, 9.4.12.I(4).9
13. Students will examine marketing through e-commerce. 9.1.12.A.3, 9.1.12.B.1, 9.2.12.A.1, 9.4.12.N.19, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.A.16, 9.4.12.J.(3).5, 9.4.12.N.20, 9.4.12.N.(2).10, 9.4.12.I(4).9
14. Students will examine the process of selling and identify the sales process. 9.2.12.A1, 9.4.12.N.82, 9.4.12.N.39, 9.4.12.N.18, 9.4.12.N.(1).10, 9.4.12.N.(2).10, 9.4.12.I(4).9
16. Students will explore publicity and public relations. 9.1.12.B.1, 9.4.12.N.82, 9.4.12.N.18, 9.4.12.N(5).1, 9.4.12.N(5).8, 9.4.12.I.(3).6, 9.4.12.N.(1).14, 9.4.12.N.(2).10

17. Students will construct the channels of distribution in the consumer and industrial markets. *9.1.12.B.3, 9.4.12.N.39, 9.4.12.N.82, 9.4.12.J3.5, 9.4.12.N(5).7*

18. Students will demonstrate organizational and decision making skills. *9.1.12.A.2, 9.2.12.A.1, 9.4.12.N4.10, 9.4.12.A.16, 9.4.12.F4.2, 9.4.12.D.5, 9.4.12.I.04, 9.4.12.N(3).2, 9.4.12.F.13, 9.4.12.F.17, 9.4.12.I.(3).6*

19. Students will demonstrate an understanding of teamwork skills. *9.4.12.N4.10, 9.4.12.A.16, 9.4.12.A.25, 9.4.12.D.67, 9.4.12.D.7, 9.4.12.N(4).3, 9.4.12.F.13, 9.4.12.F.17, 9.4.12.I.(3).6*

20. Students will develop an understanding of U.S. business by type, function, and through utilities. *9.4.12.N.82, 9.4.12.N1.4, 9.4.12.N.38, 9.4.12.N.(1).14*

## Scope and Sequence

### Unit 1:

**Content Area: Economic Essentials**

**Unit Title: The Economy**

**Target Course/Grade Level: 9-12**

**Unit Summary: Explain an economy and how it functions, delve into economic indicators, comprehend phases of the business cycle, analyze the free enterprise system, the role of competition, and role of supply and demand**

**Primary interdisciplinary connections: Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance**

**21st century themes: Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication**

**Unit Rationale: Marketing is all around us. Students have taken part in the marketing cycle by purchasing an article, watching a commercial, or internet advertisement.**

### Unit 2:

**Content Area: Business & Marketing Essentials**

**Unit Title: Promoting a Product or Business**

**Target Course/Grade Level: 9-12**

**Unit Summary:** Marketing involves multiple activities that focus on promoting a good or service.

**Primary interdisciplinary connections:** Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance

**21st century themes:** Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication

**Unit Rationale:** Students will explore the rationale for marketing and be able to explain, evaluate, and implement the 4 P's of the marketing mix.

### **Unit 3:**

**Content Area:** E-Commerce

**Unit Title:** The internet: how to make your business succeed in cyberspace

**Target Course/Grade Level:** 9-12

**Unit Summary:** Explain the importance of e-commerce in the 21st century, delve into e-marketing and product placement on websites, understand how marketers and advertising companies use the web to tailor advertisements specific to each individual

**Primary interdisciplinary connections:** Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance. Social studies – history of internet, advertising both print and media

**21st century themes:** Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication

**Unit Rationale:** The internet and expansion of e-commerce has greatly changed the way business, selling and advertising, is done.

### **Unit 4:**

**Content Area:** Selling & Promoting

**Unit Title:** Let's make some money!

**Target Course/Grade Level:** 9-12

**Unit Summary:** Comprehend strategies for selling, situational selling, explain role of promotion, brands, product advertising, public relations

**Primary interdisciplinary connections:** Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance. Social studies – history of advertising both print and media

**21st century themes:** Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication

**Unit Rationale:** Promoting and selling a product is a fundamental skill needed in all types of business including but not limited to finance, retail, and real estate.

**Unit 5:**

**Content Area: Marketing Information Management / Product Planning**

**Unit Title: Marketing & Product Planning**

**Target Course/Grade Level: 9-12**

**Unit Summary: Examine marketing information systems, understand types, trends, and limitations of marketing research, identify users of market research, obtain primary and secondary data, analyze nature of product planning, types of product features, steps involved in product planning, process of selecting a product, requirement of labeling**

**Primary interdisciplinary connections: Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance. Social studies – history of advertising both print and media, history and evolution of products**

**21st century themes: Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication**

**Unit Rationale: Marketing and planning a product is a fundamental skill needed in all types of business including but not limited to finance, retail, and real estate.**

**Unit 6:**

**Content Area: The Business Plan**

**Unit Title: The Business Plan**

**Target Course/Grade Level: 9-12**

**Unit Summary: Identify descriptions and analysis of proposed business situations, describe an organization, construct the marketing plan, construct the financial plan**

**Primary interdisciplinary connections: Language Arts – writing, reading comprehension, critical thinking. Math – real world problems, manipulation of numbers, finance. Social studies – history of advertising both print and media, history and evolution of products**

**21st century themes: Communication and media fluency, creativity and innovation, critical thinking and problem solving, cross cultural understanding and interpersonal communication**

**Unit Rationale: Sound business planning knowledge and skills is paramount to establishing a solid foundation needed to start and build a strong business model**

## **Assessments**

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

- a. *Course exams*
- b. *Course assignments/projects*
- c. *Essays, written exams, research papers, etc.*

## Curriculum Resources

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

*Marketing essentials textbook, workbook, internet, and Youtube videos*

## Home and School Connection

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

- [Marketing Educators Group](#)
- [Marketing Teacher](#), Resources for marketing learners, teachers, and professionals.
- [Microsoft](#)
- [Money - Smart Ways to Think](#)