

Merrillville High School (Trimester schedule)
Marketing

Instructor: Sharon Row (1/08)

	Weeks 1 & 2	Weeks 3 & 4	Weeks 5 & 6	Weeks 7 & 8	Weeks 9 & 10	Weeks 11 & 12)
Essential Questions	What are the basics of Marketing? How does Marketing impact society?	Who are our customers? What is competition?	What products do we develop? What are services?	How do we determine the best price? How do we get the product to the customer?	What is promotion? What is creative advertising?	Why is the global economy important? What have I learned this semester?
Content	Marketing concept, functions, business functions, marketing mix (4Ps), evolution of marketing, benefits to society, supply and demand, social responsibility, ethics, E-commerce	Economic competition, strategy, target market, market segments, consumer decision-making, market research, information systems, consumer behavior, Maslow's hierarchy, buyer motivation	Goods & services, life cycle, product mix, design, consumer and B2B markets, new product development, service industries, service quality, marketing plan, branding	Elasticity of demand, government regulation, pricing objectives and policies, credit, distribution channels, wholesaling, retailing, transportation, inventory control, order processing	Communication process, advertising and publicity, personal selling, promo mix, advantages and disadvantages of advertising, FTC, FCC, advertising plan, creating ads, effectiveness, copyright, SWOT	International trade, balance of trade, international marketing, foreign production, investment, joint ventures, multinational companies, economic environments, culture and customs, political and legal structures, technology, risks
Standards/Skills	MF 1.1.1, MF 1.1.3, MF 1.1.4, MF 1.1.5, MF 2.1.8, MF 2.1.12, MF 4.1.5, MF 5.4.4, MF 8.1	MF2.1.8, MF 2.1.9, MF 4.1.3, MF 4.1.4, MF 4.2.1, MF 4.2.2, MF 4.2.3, MF 4.2.4, MF 4.2.5, MF 5.3.2, MF 5.3.3, MF 5.4.4, MF 5.4.5, MF 5.4.6, MF 7.1.1, MF 7.1.2, MF 7.3, MF 8.1	MF 2.1.8, MF 4.1.1, MF 4.1.2, MF 4.1.7, MF 5.4.4, MF 10.1.1, MF10.1.2, MF10.1.3, MF10.1.4,	MF 2.1.8, MF 3.1.1, MF 3.1.2, MF 3.1.3, MF 3.1.4, MF 3.1.5, MF 3.1.6, MF 4.1.6, MF 5.2, MF 5.4.4, MF 6.1.1, MF 6.1.2, MF 6.1.4, MF 6.1.4, MF 6.1.5, MF 8.1, MF 9.1.1, MF 9.1.2, MF9.1.3, MF13.1.1, MF 13.1.2, MF13.1.3, MF13.2.1, MF 13.3	MF 2.1.1, MF 2.1.2, MF 2.1.3, MF 2.1.4, MF 2.1.5, MF 2.1.6, MF 2.1.7, MF 2.1.8, MF 2.1.10, MF 2.1.11, MF 2.2, MF 5.1, MF 5.4.1, MF 5.4.2, MF 5.4.3, MF 5.4.4, MF 8.1, MF12.1.1, MF12.1.2, MF12.1.3, MF12.1.4	MF 1.1.2, MF 2.1.8, MF 4.2.6, MF 5.3.4, MF 5.4.4, MF 6.1.2, MF 8.1
Products/Assessments	Team formation, Business functions, Code of ethics, Mission & vision statements, Incorporation	Customer problem solving, Target markets, Demographic analysis, Census research	Product development time line, Create logo/motto, Midterm Exam	Design channel, sales proposal/Promo plan	SWOT analysis, catalog and magazine analyses, create advertisements	International Business proposal, Marketing Plan, Final Exam