

Week	Marking Period 1	Week	Marking Period 3
1	Unit 1: Marketing is All Around Us	19	Unit 6: Distribution
2		20	
3		21	
4	Unit 2: The Marketing Plan	22	
5		23	
6		24	Unit 7: Pricing
7	Unit 4: Selling	25	
8		26	
9		27	
Week	Marking Period 2	Week	Marking Period 4
10	Unit 4: Selling	28	Unit 7: Pricing
11		29	
12	Unit 5: Promotion Concepts and Strategies	30	Unit 8: Product and Service Management
13		31	
14		32	
15		33	
16		34	
17		35	
18	Mid-Term Exam	36	Final Exam

Marketing

Time Frame	15 Days
Topic	
Marketing is All Around Us	
Essential Questions	
What is marketing? How is the marketing concept related to the importance of marketing? Why do the functions and foundations of marketing involve multiple business topics and concepts? Why is market segmentation an essential element of marketing?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Define marketing.• Identify the seven functions of marketing.• Define economic utility.• Name the five economic utilities and distinguish those related to marketing.• List the benefits of marketing.• Discuss the reasons for studying marketing.• Describe the trend in future employment opportunities for those trained in marketing.• State the marketing concept.• Distinguish customers from consumers and explain why the difference is important.• Describe what constitutes value for customers and consumers alike.• Define what constitutes a market.• Suggest two basic ways to identify a business's potential customers and market products to them.• Describe some of the ways a market can be segmented.• Explain how to construct a customer profile.• Identify the four P's of the marketing mix and explain how they are used to reach a business's customers.• Define positioning and illustrate its use.	
Alignment to NJCCCS	
8.2 Technology Education, Engineering and Design <ul style="list-style-type: none">D. Research and Information FluencyE. Communication and CollaborationF. Resources for a technological worldG. The Designed World	
9.1 21st Century Life Skills <ul style="list-style-type: none">A. Critical Thinking & Problem SolvingB. Creativity and InnovationC. Collaboration, Teamwork and LeadershipD. Cross-Cultural Understanding and Interpersonal CommunicationsE. Communication and Media Fluency.	
9.3 21st Career Awareness, Exploration & Preparation <ul style="list-style-type: none">A. Career AwarenessB. Career Exploration	

Marketing

C. Career Preparation

- 9.4.D(2) Business Information Technology
- 9.4.D(3) General Management
- 9.4.D(4) Business Financial Management & Accounting

- 9.4.N(1) Marketing Communications
- 9.4.N(2) Marketing Management
- 9.4.N(3) Marketing Research
- 9.4.N(4) Management & Entrepreneurship
- 9.4.N(5) Merchandising
- 9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

I. Foundations of Marketing

- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

III. External Factors

- Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

- Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

- Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Retailing Modules

- Risks and Surprises
- Targeted Marketing
- Supply and Demand

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapter 1 of Glencoe *Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Marketing

Key Term Quiz							
21st Century Skills							
X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		
Interdisciplinary Connections							
Mathematics, Language Arts, and Social Studies							
Technology Integration							
Virtual Business® Retailing Simulation Software Glencoe® Online Resource Material MS Office Suite SMART Board™ ELMO Classroom Visual Presenter SMART Responder XE™ Interactive Response System							

Marketing

Time Frame	15 Days
Topic	
The Marketing Plan	
Essential Questions	
How do I develop an effective marketing plan for my product or service? Why is a marketing plan an essential element of marketing goods and services?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Explain the communication process used in promotion.• Write promotional messages that appeal to target markets.• Utilize publicity.• Develop a promotional plan.• Explain the relationship between customer service and distribution.• Select distribution channels and channel members.• Determine the need for marketing information.• Analyze the environments in which businesses operate.• Demonstrate procedures for gathering marketing information technology.• Determine pricing objectives, policies, and strategies.• Use technology to assist in setting prices.• Plan a product/service mix.• Analyze product-liability risks.• Select materials/products/services to purchase.• Describe factors used by marketers to position products/businesses.	
Alignment to NJCCCS	
9.1 21st Century Life Skills <ul style="list-style-type: none">A. Critical Thinking & Problem SolvingB. Creativity and InnovationC. Collaboration, Teamwork and LeadershipD. Cross-Cultural Understanding and Interpersonal CommunicationsE. Communication and Media FluencyF. Accountability, Productivity and Ethics	
9.3 21st Career Awareness, Exploration & Preparation <ul style="list-style-type: none">A. Career AwarenessB. Career ExplorationC. Career Preparation	
9.4.D(1) Administrative Services	
9.4.D(2) Business Information Technology	
9.4.D(3) General Management	
9.4.D(4) Business Financial Management & Accounting	
9.4.D(5) Human Resources	
9.4.D(6) Operations Management	
9.4.J(4) Consumer Service	

Marketing

- 9.4.N(1) Marketing Communications
- 9.4.N(2) Marketing Management
- 9.4.N(3) Marketing Research
- 9.4.N(4) Management & Entrepreneurship
- 9.4.N(5) Merchandising
- 9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

- I. Foundations of Marketing
 - Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
- II. Consumers and Their Behavior
 - Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.
- III. External Factors
 - Achievement Standard: Analyze the influence of external factors on marketing.
- V. Marketing Research
 - Achievement Standard: Analyze the role of marketing research in decision making.
- VI. The Marketing Plan
 - Achievement Standard: Describe the elements, design, and purposes of a marketing plan.

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Learning Activities

Virtual Business® Retailing Modules

- Market Research
- Analyzing the Competition
- Business Plan Analysis

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapter 2 of *Glencoe Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

Marketing Plan Creation

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
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Marketing

X	Life & Career Skills	X	Information Literacy	X	Media Literacy
Interdisciplinary Connections					
Mathematics, Language Arts, and Social Studies					
Technology Integration					
Virtual Business® Retailing Simulation Software					
Glencoe® Online Resource Material					
MS Office Suite					
SMART Board™					
ELMO Classroom Visual Presenter					
SMART Responder XE™ Interactive Response System					

Marketing

Time Frame	25 Days
Topic	
Selling	
Essential Questions	
What would I need to do to prepare for a sale? How do I initiate the sale? What are the best methods for presenting the product? When is the proper time to close the sale? Why is it important to ensure customer satisfaction and retention?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Define selling and state its goals.• Explain feature-benefit selling.• Identify sources of product information.• Discuss how customers make buying decisions.• Explain how selling skills can be helpful in careers other than sales.• Distinguish different types of sales positions.• Identify the characteristics of effective salespeople.• List the eight steps of a sale.• Explain how salespeople find customers.• Describe how the preapproach is used in industrial and retail sales.• Explain the importance and purposes of the approach in the sales process.• Describe how industrial sales representatives conduct the initial approach.• List the three approach methods retail salespeople use and state when it is appropriate to use each.• Explain why determining needs is an essential step in the sales process.• Describe three methods used for determining needs.• State the goal of the product presentation.• Explain how products are selected for the presentation.• Describe what to say during the product presentation.• Identify four techniques that will make for a lively and effective product presentation.• Distinguish between objections and excuses.• Explain why objections should be welcomed in the sales process.• Identify the five buying decisions upon which common objections are based.• List the four steps involved in handling customer objections.• Identify six specific methods of handling objections.• Demonstrate the use of those methods in a variety of selling situations.• Recognize customer buying signals.• List the rules for closing a sale.• Demonstrate specialized methods of closing a sale.• Explain why suggestion selling is important.• List the rules for effective suggestion selling.• Demonstrate specialized suggestion selling methods.• Discuss the concept of relationship marketing and how it is related to the sales process.	
Alignment to NJCCCS	
9.1 21st Century Life Skills	

Marketing

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 21st Career Awareness, Exploration & Preparation

- A. Career Awareness
- B. Career Exploration
- C. Career Preparation

9.4.J(4) Consumer Service

9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

I. Foundations of Marketing

- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

- Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

- Achievement Standard: Analyze the influence of external factors on marketing.

V. Marketing Research

- Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Retailing Modules

- Staffing
- Turnaround

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapters 12, 13, 14 & 15 of *Glencoe Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Marketing

Practical Demonstration Formative Assessment							
Self-Assessment Quizzes							
Key Term Quiz							
21st Century Skills							
X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		
Interdisciplinary Connections							
Mathematics, Language Arts, and Social Studies							
Technology Integration							
Virtual Business® Retailing Simulation Software							
Glencoe® Online Resource Material							
MS Office Suite							
SMART Board™							
ELMO Classroom Visual Presenter							
SMART Responder XE™ Interactive Response System							

Marketing

Time Frame	30 Days
Topic	
Promotional Concepts and Strategies	
Essential Questions	
How do promotion and the promotional mix help firms to sell products and services? What are the types of promotion and how are they utilized in marketing? How do I utilize design features in visual merchandising? Is artistic design helpful in reaching my target market? When I utilize advertising media how I measure my media usage and calculate media rates? What are the essential elements of advertising? What is the most effective advertising layout?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Explain the promotional mix concept and its role in marketing.• Explain the role of promotion as a marketing function.• Identify the elements of the promotional mix.• Discuss trade and consumer sales promotions.• Develop sales promotion plans.• Analyze the use of specialty promotion.• Explain the nature and scope of public relations.• Write a news release.• Develop public relations plan.• Analyze costs/benefits of company participation in community activities.• Obtain publicity.• Discuss the elements of visual merchandising and the artistic aspects of creating a display.• Explain the use of visual merchandising.• Explain the use of visual merchandising to create an image.• Explain the types of display arrangements.• Explain the relationship of merchandising and visual merchandising (display).• Prepare merchandise for display.• Maintain displays.• Explain the purpose and importance of advertising.• Identify the different types of advertising media.• Explain the types of advertising media.• Evaluate the effectiveness of advertising.• Calculate media costs.• Select advertising media.• Prepare print advertising.• Explain the use of advertising agencies.• Explain the components of advertisements.• Describe the use of technology in the promotion function.• Demonstrate appropriate creativity.	
Alignment to NJCCCS	
8.2 Technology Education, Engineering and Design <ul style="list-style-type: none">D. Research and Information FluencyE. Communication and Collaboration	

Marketing

- F. Resources for a technological world
- G. The Designed World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 21st Career Awareness, Exploration & Preparation

- A. Career Awareness
- B. Career Exploration
- C. Career Preparation

9.4.C(1) Audio & Visual Technology and Film

9.4.C(2) Journalism and Broadcasting

9.4.C(3) Printing Technology

9.4.C(6) Visual Arts

9.4.N(1) Marketing Communications

9.4.N(2) Marketing Management

9.4.N(3) Marketing Research

9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

I. Foundations of Marketing

- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

- Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

- Achievement Standard: Analyze the influence of external factors on marketing.

V. Marketing Research

- Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Retailing Modules

- Promotion
- Advanced Promotion
- Analyzing the Competition

Guided Practice

Key Term Review

Student Activity Workbook

Marketing

Standard & Poor's Case Study
 Internet Activity
 Discussion
 PowerPoint Presentation
 Cooperative Learning Exercise
 Glencoe Virtual Field Trip Business Videos
 DECA Connection Role Play Activity
 Chapters 17, 18, 19 & 20 of Glencoe *Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Retailing Formative Assessments
 Practical Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Mathematics, Language Arts, and Social Studies

Technology Integration

Virtual Business® Retailing Simulation Software
 Glencoe® Online Resource Material
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Marketing

Time Frame	25 Days
Topic	
Distribution	
Essential Questions	
Why is distribution and distribution planning an essential element of marketing? What are the best methods for transporting products? How do I effectively store and account for inventory? Who is the buyer? What is the purpose of the purchasing function? Is the stock handling process part of distribution? Why is inventory control an essential part of distribution planning?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Select the appropriate channels of distribution to effectively sell consumer and industrial products.• Explain the nature of channels of distribution.• Explain the nature of channel members' relationships.• Explain the nature and scope of distribution.• Explain the nature of channel strategies.• Select channels of distribution.• Explain the nature and scope of transportation systems and services.• Explain the shipping process.• Explain storing considerations.• Explain the nature of warehousing.• Explain marketing and its importance in a global economy.• Distinguish between purchasing agents and buyers.• Describe the buying process and the effect the Internet has had on the purchasing function.• Calculate the major entries in a merchandise plan.• Explain the nature and scope of purchasing.• Plan purchases.• Explain the nature of the buying process.• Conduct vendor search.• Explain the stock handling process.• Figure stock turnover rates.• Discuss the nature and the impact of technology on inventory management and inventory systems.• Explain the receiving process.• Explain stock handling techniques used in receiving deliveries.• Explain the nature of inventory control systems.• Explain the types of inventory control systems.	
Alignment to NJCCCS	
8.2 Technology Education, Engineering and Design E. Communication and Collaboration F. Resources for a technological world G. The Designed World	

Marketing

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 21st Career Awareness, Exploration & Preparation

- A. Career Awareness
- B. Career Exploration
- C. Career Preparation

9.4.D(1) Administrative Services

9.4.D(2) Business Information Technology

9.4.D(3) General Management

9.4.D(4) Business Financial Management & Accounting

9.4.D(5) Human Resources

9.4.D(6) Operations Management

9.4.N(1) Marketing Communications

9.4.N(2) Marketing Management

9.4.N(4) Management & Entrepreneurship

9.4.N(5) Merchandising

9.4.N(6) Professional Sales & Marketing

9.4.P Transportation, Distribution & Logistics Career Cluster

9.4.P(1) Transportation Operations

9.4.P(2) Logistics Planning and Management

9.4.P(3) Warehousing and Distribution Center Operations

9.4.P(4) Planning Implementation

9.4.P(5) Transportation Systems/Infrastructure Planning, Management, and Regulations

9.4.P(6) Health, Safety, and Environmental Management

9.4.P(7) Sales and Service

Key Concepts and Skills

I. Foundations of Marketing

- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

III. External Factors

- Achievement Standard: Analyze the influence of external factors on marketing.

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Learning Activities

Virtual Business® Retailing Modules

Marketing

- Merchandising
- Security
- Advanced Merchandising

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapters 22, 23 & 24 of Glencoe *Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
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X	Life & Career Skills	X	Information Literacy	X	Media Literacy
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Interdisciplinary Connections

Mathematics, Language Arts, and Social Studies

Technology Integration

Virtual Business® Retailing Simulation Software

Glencoe® Online Resource Material

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder XE™ Interactive Response System

Marketing

Time Frame	30 Days
Topic	
Pricing	
Essential Questions	
What are the price planning considerations? What are the factors involved in price planning? Do I need basic pricing policies? How can I effectively utilize strategies in the pricing process? Is there a specific way to calculate prices?	
Enduring Understandings	
After the completion of this unit, students will be able to: 1. Explain the nature and scope of price planning. 2. Explain factors affecting pricing decisions. 3. Discuss the legal considerations of pricing. 4. Explain the nature and scope of the pricing function. 5. Select approach for setting a base price. 6. Determine cost of product (break-even, ROI, markup, price). 7. Calculate break-even point. 8. Describe pricing concepts and policies for products in various stages of the life cycle. 9. Use pricing terminology and techniques correctly and effectively. 10. Explain the principles of supply and demand. 11. Identify strategies for pricing new products. 12. Determine cost of product. 13. Select approach for setting a base price. 14. Set prices. 15. Use pricing math to calculate markups and markdowns. 16. Plan and implement a pricing strategy. 17. Describe the nature of profit and loss statements. 18. Determine discounts and allowances that can be used to adjust base prices.	
Alignment to NJCCCS	
9.1 21st Century Life Skills A. Critical Thinking & Problem Solving B. Creativity and Innovation C. Collaboration, Teamwork and Leadership D. Cross-Cultural Understanding and Interpersonal Communications E. Communication and Media Fluency F. Accountability, Productivity and Ethics	
9.3 21st Career Awareness, Exploration & Preparation A. Career Awareness B. Career Exploration C. Career Preparation	
9.4.D(4) Business Financial Management & Accounting	
9.4.N(1) Marketing Communications	
9.4.N(2) Marketing Management	

Marketing

9.4.N(3) Marketing Research
 9.4.N(4) Management & Entrepreneurship
 9.4.N(5) Merchandising
 9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

- I. Foundations of Marketing
- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
- II. Consumers and Their Behavior
- Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.
- III. External Factors
- Achievement Standard: Analyze the influence of external factors on marketing.
- V. Marketing Research
- Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Retailing Modules

- Pricing
- Financial Statements

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapters 25, 26 & 27 of *Glencoe Marketing Essentials* ©2006

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Retailing Formative Assessments

Practical Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Mathematics, Language Arts, and Social Studies

Technology Integration

Virtual Business® Retailing Simulation Software

Glencoe® Online Resource Material

Marketing

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder XE™ Interactive Response System

Marketing

Time Frame	30 Days
Topic	
Product and Service Management	
Essential Questions	
What is the difference between product planning, mix, and development? How can I sustain product sales? What are the branding elements and strategies? Is packaging and labeling important to marketing a product? Why should I offer warranties and credit to my customers?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none">• Explain how businesses plan what products to produce and sell and how they position and manage these products.• Explain the nature and scope of product planning, product mix, and product development.• Explain the concept of a product life cycle.• Identify strategies to position products in various life cycles.• Explain the nature and scope of the product/service management function.• Explain the concept of product mix.• Plan product mix.• Identify the impact of product life cycles on marketing decisions.• Describe factors used by marketers to position products/businesses.• Explain the nature and scope of branding, packaging, and labeling in product planning.• Identify the importance branding, branding elements, and branding strategies to product/service management.• Explain the nature of branding.• Explain branding strategies.• Explain the functions of packaging.• Explain labeling laws.• Explain the importance of warranties and credit to product planning.• Discuss the importance of warranties as extended product features.• Explain warranties and guarantees.• Identify consumer protection provisions of appropriate agencies.• Explain the purpose and importance of credit.• Obtain the purposes and importance of obtaining credit (business).• Describe legal issues affecting businesses.	
Alignment to NJCCCS	
9.1 21st Century Life Skills <ul style="list-style-type: none">A. Critical Thinking & Problem SolvingB. Creativity and InnovationC. Collaboration, Teamwork and LeadershipD. Cross-Cultural Understanding and Interpersonal CommunicationsE. Communication and Media FluencyF. Accountability, Productivity and Ethics	
9.3 21st Career Awareness, Exploration & Preparation <ul style="list-style-type: none">A. Career Awareness	

Marketing

B. Career Exploration

C. Career Preparation

9.4.D(6) Operations Management

9.4.J(4) Consumer Service

9.4.M(1) Manufacturing Production Process Development

9.4.M(2) Production

9.4.M(3) Maintenance, Installation, and Repair

9.4.M(4) Quality Assurance

9.4.M(5) Logistics and Inventory Control

9.4.M(6) Health, Safety, and Environmental Assurance

9.4.N(1) Marketing Communications

9.4.N(2) Marketing Management

9.4.N(3) Marketing Research

9.4.N(5) Merchandising

9.4.N(6) Professional Sales & Marketing

Key Concepts and Skills

I. Foundations of Marketing

- Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

- Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

- Achievement Standard: Analyze the influence of external factors on marketing.

V. Marketing Research

- Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Retailing Modules

- Purchasing

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Glencoe Virtual Field Trip Business Videos

DECA Connection Role Play Activity

Chapters 30, 31 & 32 of *Glencoe Marketing Essentials* ©2006

Marketing

Assessments

Unit Comprehensive Online Assessment
Completion of Virtual Business® Retailing Formative Assessments
Practical Demonstration Formative Assessment
Self-Assessment Quizzes
Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Mathematics, Language Arts, and Social Studies

Technology Integration

Virtual Business® Retailing Simulation Software
Glencoe® Online Resource Material
MS Office Suite
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SMART Responder XE™ Interactive Response System