

Marketing - HS Business

Huntingdon Area School District

UNITS (6/6 SELECTED)

SUGGESTED DURATION

 Unit 1: What is Marketing?	<i>15 lessons</i>
 Unit 2: Market Segmentation, Target Market, & Marketing Strategy	<i>17 lessons</i>
 Unit 3: Consumer Behavior and Market Research	<i>14 lessons</i>
 Unit 4: Product Development	<i>15 lessons</i>
 Unit 5: Promotions and Advertising	<i>14 lessons</i>
 Unit 6: Social Media Marketing and Technology	<i>10 lessons</i>

Unit 1: What is Marketing?

Marketing - HS Business

UNIT OVERVIEW

In order to connect with potential customers and meet their needs, it is essential in today's business market for an organization to understand the role of marketing. The core of marketing efforts for a business include the four main areas of Marketing Mix decision making (4P's) along with target market in order to create value for customers. Many factors that affect both customers as well as organizations have to be considered in marketing decisions including competitive, economic, political, legal, technological, and sociocultural forces. Over time, marketing has evolved from being production and sales orientation centered to a customer-focused marketing orientation in order to build customer relationships and create effective marketing efforts. This focus on creating value and meeting customer needs has an important affect on our global economy while also creating a wide array of job opportunities in the field of marketing both domestically and internationally.

ATTACHMENTS

 Unit_1_-_What_is_Marketing.pptx

 Unit_1_-_What_is_Marketing.pdf

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.9.12.B

15.7.12.L

15.7.12.M

15.3.12.B

15.3.12.D

15.3.12.H

15.3.12.I

15.9.12.A

Unit 1: What is Marketing?

Marketing - HS Business

BIG IDEAS

Big Ideas

- In conducting business, it is important for an organization to understand the role of marketing in order to connect with potential customers and meet their needs.
- The basic Marketing Mix has 4 major categories ("The 4 P's") that represent marketing decision making: Product, Promotion, Price, Place. These four areas of decision making along with the target market are the core of marketing efforts for a business.
- Marketing efforts create value for customers for a product or service.
- The environmental effects of competitive, economic, political, legal, technological, and sociocultural forces all have an influence on customers as well as the marketing mix for a product or service.
- Throughout business history, marketing has evolved from a production orientation and sales orientation to a customer-focused marketing orientation.
- Building customer relationships is essential to effective marketing efforts.
- Marketing has an important affect on our global economy as well as non-profit organizations and socially responsible causes.
- Marketing offers a wide array of opportunities in the job market both domestically and internationally.

ESSENTIAL QUESTIONS

Essential Questions

- What is the role of marketing in meeting the needs of potential customers?
- What are the the basic components of the Marketing Mix ("The 4 P's") that represent marketing decision making?
- What is a target market?
- How do marketing efforts create value for customers for a product or service?
- How does the marketing environment (competitive, economic, political, legal, technological, and sociocultural forces) have an influence on customers as well as the marketing mix for a product or service?
- What is a marketing-orientation mindset?
- How does building customer relationships develop effective marketing efforts?
- Why does marketing have an important affect on our global economy?
- What types of jobs are available in the field of marketing?

Unit 1: What is Marketing?

Marketing - HS Business

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand the role of marketing in meeting customer needs	Explain how marketing efforts can help to meet customer needs
Know the 4P's of the Marketing Mix (Product, Promotion, Price, Place) and identify marketing decisions that are appropriate to each category	Describe each of the 4 P's of the Marketing Mix and be able to provide examples of marketing decisions for each category
Understand what a proper target market is and how to formulate an appropriate target market	For a particular product or service, provide a appropriate and properly descriptive target market that demonstrates accurate reasoning
Understand the influences on the marketing environment and be able to identify ways that marketing creates value	Examine and describe influences in the marketing environment and describe how marketing creates value
Understand the "marketing orientation" mindset of business and why customer relationships are vital	Describe the importance of developing customer relationships and provide examples of how companies accomplish that in their marketing efforts
Understand how marketing efforts affect the global economy	Provide examples of how marketing efforts affect the global economy
Understand the wide array of jobs that are available in marketing	Identify and describe several jobs that are readily available in the field of marketing

Unit 1: What is Marketing?

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Partner Activity - Target Market	Formative	Students get in partners and provide appropriate target markets for a given product selected by the teacher. Then, students are asked to provide a list of products that would be appropriate and reasonable for a target market that is selected by the teacher. Class discussion of created answers and possible ideas
Partner Activity - Marketing Mix	Formative	Target Market = college students, ages 18-23, who are living in an apartment or college dorm. List products that are appropriately marketed toward this group. Identify any other applicable target markets for that item. Evaluate whether or not the target market is likely to use that product following college. Choose one of the products discussed and identify decisions that would be made in the Marketing Mix.
Class Discussion Activity - Social Responsibility	Formative	Identify how marketing benefits society and how socially responsible marketing is important to our society.
Local application activity	Formative	Identify area businesses that you feel exemplify the marketing concept and implement it well. Provide observations in their strategies that leads you to believe that is true.
Activity - Marketing in our Global Economy and Marketing Careers	Formative	Describe importance of marketing efforts on the global economy through customer awareness and technology. Describe 3 jobs that marketing individuals might perform.
Unit 1 Project Assessment and	Project Based Assessment	Describe a non-profit organization of

Unit 1: What is Marketing?

Marketing - HS Business

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Presentation		your choice. Apply decisions to each of the four areas of the Marketing Mix. Apply the current forces in the marketing environment that may be the most significant for this organization and describe the importance of customer relationship management to the organization. Students present their projects to the class for the development of presentation skills needed in marketing.

ATTACHMENTS

 Unit_1_Project.pdf

 Unit_1_Project_Grading.pdf

Unit 2: Market Segmentation, Target Market, & Marketing Strategy

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UNIT OVERVIEW

The first priority in determining an effective Marketing Mix is the identification and creation of an appropriate target market for a company's product or service. The first step in this identification process is to understand major segmentation variables (geographic, demographic, psychographic, product benefit/behavioristic) in order to create appropriate target markets. Factors that influence the selection of specific market segments for use as target markets are also influenced by targeting strategies as well as a firm's business-unit strategy and corporate strategy. Some tools to help classify and clarify market strategy as related to competitive growth are the Market Growth Share Matrix and related competitive growth strategies as well as the development of a SWOT analysis.

ATTACHMENTS

 Unit_2_-_Market_Segmentation__Target_Market__and_Market_Strategy.pdf

 Unit_2_-_Market_Segmentation__Target_Market__and_Market_Strategy.pptx

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.3.12.D

15.3.12.B

15.3.12.H

15.3.12.I

15.8.12.S

15.8.12.T

15.9.12.B

15.9.12.C

15.9.12.F

15.9.12.E

BIG IDEAS

Big Ideas

Identify and give examples of the major segmentation variables (geographic, demographic, psychographic, product benefit/behavioristic).

Identify and create appropriate target markets

Identify the factors that influence the selection of specific market segments for use as target markets.

Discuss three major targeting strategies (undifferentiated, concentrated, differentiated).

Discuss the connection of a firm's business-unit strategy to their marketing strategy including corporate strategy, strategic business units, and market share vs. market position

Explain how markets are generally classified through the Market Growth Share Matrix and related competitive growth strategies.

Discuss how analyzing organizational resources and the marketing environment can help identify opportunities and create competitive advantage in order to develop a SWOT analysis.

Unit 2: Market Segmentation, Target Market, & Marketing Strategy

Marketing - HS Business

ESSENTIAL QUESTIONS

Essential Questions

- What are major market segmentation variables (geographic, demographic, psychographic, product benefit/behavioristic)?
- What is the process for formulating appropriate target markets?
- What are the factors that influence the selection of specific market segments for use as target markets?
- What are three major targeting strategies (undifferentiated, concentrated, differentiated)?
- What is the effect of a firm's business-unit strategy to their marketing strategy including corporate strategy, strategic business units, and market share vs. market position?
- How are markets generally classified through the Market Growth Share Matrix and related competitive growth strategies?
- How can a business properly identify opportunities and create competitive advantage in order to develop a SWOT analysis?

Unit 2: Market Segmentation, Target Market, & Marketing Strategy

Marketing - HS Business

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand and identify major market segmentation variables	Provide examples of the major market segmentation variables (geographic, demographic, psychographic, product benefit/behavioristic)
Identify and create appropriate target markets	Develop appropriate target markets for a product, service or organization
Understand the factors that influence the selection of specific market segments	Describe the factors that influence the selection of specific market segments
Understand and apply the three major targeting strategies (undifferentiated, concentrated, differentiated)	Apply the three major targeting strategies (undifferentiated, concentrated, differentiated) to a scenario for a company or product line
Understand the connection of a firm's business-unit strategy to their marketing strategy	Analyze and describe the connection of a firm's business-unit strategy to their marketing strategy including corporate strategy, strategic business units, and market share vs. market position for a company or product
Understand how markets are generally classified through the Market Growth Share Matrix and related competitive growth strategies	Explain how markets are generally classified through the Market Growth Share Matrix and related competitive growth strategies.
Understand the development of a SWOT analysis	Identify opportunities and competitive advantage to develop a SWOT analysis

Unit 2: Market Segmentation, Target Market, & Marketing Strategy

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Knowledge Check Activity: Target Markets	Formative	Students practice making appropriate target markets for real products. Students also practice listing real products that are appropriate for a given target market.
Partner Activity: Targeting Strategy	Formative	Given a list of products, students determine which targeting strategy (undifferentiated, concentrated, differentiated) would be appropriate for that product.
Activity/Discussion: Skullcandy Headphones	Formative	In partners, students discuss the case study given regarding the company Skullcandy and the development of their target market and strategy for headphones. Students analyze the significant choices of market segmentation for the target market as well as possible ideas for marketing campaigns.
Activity/Discussion: Market Share vs. Market Position in our area	Formative	Students discuss and analyze market share and market position as a class for a group of competitors in our local area. (ex. pizza shops)
Partner Activity: Knowledge Check #2 Growth Share Matrix	Formative	Students discuss in partners and then as a class regarding the Growth Share Matrix classification of four different products in the beverage market.
Activity/Discussion: SWOT analysis	Formative	Students will practice conducting a SWOT analysis for a company.
Unit 2 Project Assessment and Presentation	Project based Assessment	Students select and describe a product that is currently on the market. Further analysis of the product/company's market segmentation strategy, target market

Unit 2: Market Segmentation, Target Market, & Marketing Strategy

Marketing - HS Business

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
		strategy, targeting strategy, market share, market position, and SWOT analysis. Students present their projects to the class for the development of presentation skills needed in marketing.

ATTACHMENTS

 Unit_2_Project_GRADING.pdf

 Unit_2_Project.pdf

Unit 3: Consumer Behavior and Market Research

Marketing - HS Business

UNIT OVERVIEW

In business, knowing your customers is essential to your success! So how do we find out about what customers like their product selection and buying behaviors, their spending habits, their preferences, and their attitudes about various products and services?? This is where consumer behavior and market research seek to fill the gaps in information in order to ultimately serve customers better. Types of analysis that a marketer has to keep in mind include: stages of the consumer buying decision process, consumer decision making, level of customer involvement, situational influences, psychological influences, and social influences that may affect the consumer. It is essential to marketers and business owners to understand why market research is important and what types of research methods are available and effective in various situations. As market research has evolved with technology and social media marketing, ethical arguments surrounding data tracking, data collection, database information usage, and AI have all become significant points of discussion in business.

ATTACHMENTS

 Unit_3_-_Consumer_Behavior_and_Market_Research.pdf

 Unit_3_-_Consumer_Behavior_and_Market_Research.pptx

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.9.12.E

15.9.12.B

15.9.12.J

15.3.12.B

15.3.12.D

15.3.12.H

15.3.12.I

BIG IDEAS

Big Ideas

List the five stages of the consumer buying decision process.

Define various types of consumer decision making and their level of customer involvement.

Identify situational influences that may affect the consumer buying decision process.

Summarize psychological influences that may affect the consumer buying decision process.

Describe social influences that may affect the consumer buying decision process.

Define marketing research and its importance to decision makers.

Identify and analyze various examples of the types of research that are used by marketers.

Describe the ethical arguments surrounding data tracking, data collection, database information usage, and AI.

Unit 3: Consumer Behavior and Market Research

Marketing - HS Business

ESSENTIAL QUESTIONS

Essential Questions

What are the five stages of the consumer buying decision process?

What are different types of consumer decision making and their level of customer involvement?

What are some situational influences that may affect the consumer buying decision process?

What are some psychological influences that may affect the consumer buying decision process?

What are some social influences that may affect the consumer buying decision process?

What is market research and what is its importance to business decision makers?

What are some examples of the types of research that are used by marketers and when are each appropriate?

What are some ethical arguments surrounding data tracking, data collection, database information usage, and AI?

Unit 3: Consumer Behavior and Market Research

Marketing - HS Business

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand the five stages of the consumer buying process	List the five stages of the consumer buying process and apply them to a real-life situation
Understand various types of consumer decision making	Identify types of consumer decision making and apply real-life situations that depict these types of decisions
Understand situational influences that affect buying decisions	Identify and describe the effects of situational influences on buying decisions.
Understand psychological influences that affect buying decisions	Identify and describe the effects of psychological influences on buying decisions
Understand social influences that affect buying decisions	Identify and describe the effects of social influences on buying decisions
Understand what market research is and why is important to business decision makers	Describe the purpose of market research and analyze the importance of market research to decision making
Understand ethical arguments regarding technological advances in market research such as data tracking, data collection, database information usage, and AI	Analyze and explain ethical arguments regarding technological advances in market research such as data tracking, data collection, database information usage, and AI

Unit 3: Consumer Behavior and Market Research

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Activity/Discussion: Consumer Buying Decision Process (Group Activity 1)	Formative	For various scenarios, students identify the stage of the consumer buying process that is most significant.
Partner Activity: Level of Consumer Involvement	Formative	Students analyze scenarios and determine the type of purchase that would be appropriate, the time that might be taken during the buying process, and the level of involvement that would be typical for this purchase.
Class Discussion: Situational factors (Discussion Activity in slides)	Formative	Students discuss instances in their daily lives when situational influences have affected their buying decisions.
Activity: Psychological and Social Influences	Formative	Students are asked to describe a typical weekend night out. They are asked to consider where they go, who they are with, what they are doing, what they will buy, and what they wear. Then, apply social and psychological influences of consumer behavior to explain your likely scenario. (Roles, family values, reference groups, association, social class, opinion leaders, culture, sub-culture)
Partner Activity: Comparing Survey Types	Formative	In partners, students will fill out the Comparing Survey Types worksheet to analyze the effectiveness and appropriateness of each survey types to various situations.
Activity/Class Discussion: Market Research Ethics and Technology	Formative	Students will discuss their views and perspectives on such topics as digital data collection, data tracking, smart devices that listen to you (Siri, Alexa,...),and use of AI.

Unit 3: Consumer Behavior and Market Research

Marketing - HS Business

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Unit 3 Project Assessment and Presentation	Project based assessment	Students will select a product of their choice and analyze the target market, buying decision process and market research methods that would be appropriate for this product. Concepts to be analyzed and applied include the following: situational, psychological, and social influences, product characteristics and product alternatives, level of decision making, Maslow's Hierarchy of Needs, and market research methods. Students present their projects to the class for the development of presentation skills needed in marketing.

ATTACHMENTS

 Comparing_Survey_Types_ACTIVITY.pdf

 Unit_3_Project.pdf

 Unit_3_Project_GRADING.pdf

Unit 4: Product Development

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UNIT OVERVIEW

One of the four essential elements of the Marketing Mix (4 P's) is the aspect of product decisions. All of the 4 P's work together along with target market to develop a complete marketing plan; however, it all starts with a product or service that is needed by consumers! In this section, we will explore the concepts of product line and product mix and how they are related. Students will be able to analyze the product life cycle for a variety of different types of products and see the impact that each stage has on marketing strategies in order for the company to be effective. In order to understand customers and how they progress through a purchase, the product adoption process will be analyzed using various scenarios.

When developing a product idea into a commercial product, businesses must consider consumer perception when positioning their products in the market in relation to their competition. Students will explore major components of branding, including brand types, branding strategies, and brand protection. Major packaging functions will also be discussed including design considerations, how packaging is used in marketing strategies, identification of the functions of labeling as well as legal issues related to product labeling.

ATTACHMENTS

 Unit_4_-_Product_Development.pdf

 Unit_4_-_Product_Development.pptx

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.9.12.F

15.9.12.M

15.3.12.D

15.3.12.B

15.3.12.H

15.3.12.I

BIG IDEAS

Big Ideas

- Explain the concepts of product line and product mix and how they are related.
- Describe the product life cycle and its impact on marketing strategies.
- Discuss the product adoption process.
- Describe how businesses develop a product idea into a commercial product.
- Explain how businesses position their products.
- Explain the major components of branding, including brand types, branding strategies, and brand protection.
- Describe the major packaging functions, design considerations, and how packaging is used in marketing strategies.
- Identify the functions of labeling and legal issues related to product labeling.

Unit 4: Product Development

Marketing - HS Business

ESSENTIAL QUESTIONS

Essential Questions

- What are the major concepts regarding product line and product mix and how they are related?
- What is the product life cycle and how does it impact marketing strategies?
- What are stages in the product adoption process?
- How do businesses develop a product idea into a commercial product?
- How do businesses position their products in relation to their competitors?
- What are some major components of branding, including brand types, branding strategies, and brand protection.
- What are some major packaging functions, design considerations, and packaging features used in marketing strategies?
- What are some functions of labeling and legal issues related to product labeling?

Unit 4: Product Development

Marketing - HS Business

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand the concepts of product line and product mix and how they are related	Describe examples of product line and product mix and how they are related
Recognize and understand the product life cycle and its impact on marketing strategies	Describe the product life cycle and explain its impact on marketing strategies
Understand the product adoption process	Describe the product adoption process and analyze how it relates to buying decisions
Understand how a product idea develops into a commercial product	Explain how a product idea develops into a commercial product.
Understand product positioning	Explain how businesses position their products and create position diagrams
Understand the major components of branding, including brand types, branding strategies, and brand protection	Explain the major components of branding, including brand types, branding strategies, and brand protection
Understand major packaging functions, design considerations, and how packaging is used in marketing strategies	Describe the major packaging functions, design considerations, and explain how packaging is used in marketing strategies
Understand functions of labeling and legal issues related to product labeling	Identify the functions of labeling and legal issues related to product labeling

Unit 4: Product Development

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Activity: Knowledge Check #1	Formative	For various products, students will identify what stage of the product life cycle that the product is in.
Partner Activity: Taco Bell Product Development Roll Out	Formative	In partners, students analyze company information about product development at Taco Bell. Students analyze product differentiation, test marketing, roll out, and commercialization.
Product Position Diagraming	Formative	Students each select a product category and create a position diagram based on consumer perception.
Activity/Class Discussion: Disney branding and product lines	Formative	As a class, discuss "Group Activity 2" about Disney related to brand name awareness, brand loyalty, brand quality, brand association, product lines and competitors.
Activity/Class Discussion: Packaging and Labeling	Formative	Given particular products, students will do a quick write and then discuss the features of the product's packaging and what information is on the label.
Unit 4 Project Assessment	Project based assessment	Students select a common household item of their choice. Students then analyze specific prompts regarding product mix, product life cycle, product testing and roll out, branding strategy, packaging, and labeling. Students also complete a product position diagram. Students present their projects to the class for the development of presentation skills needed in marketing.

ATTACHMENTS

Unit 4: Product Development

Marketing - HS Business

 Unit_4_Project_GRADING.pdf

 Unit_4_Project.pdf

Unit 5: Promotions and Advertising

Marketing - HS Business

UNIT OVERVIEW

Once a product or service has been developed, promotion functions allow consumers to know about the features and benefits that the product has to offer them. Promotions surround us all day and everyday through many different forms. Some of the first items that need to be discussed when exploring the Promotion section of the 4P's are the objectives of promotion. Students will examine the four elements of the promotion mix and explore different examples of advertising, personal selling, sales promotion and publicity. Promotions using product placement in television, movies, and other media impacts promotion efforts by reinforcing visual cues.

Several factors are considered when determining a product's promotion mix including word-of-mouth communication. Students will always be challenged to think ethically about promotions that are utilized by examining criticisms and defenses of promotion.

ATTACHMENTS

 Unit_5_-_Promotion_and_Advertising.pdf

 Unit_5_-_Promotion_and_Advertising.pptx

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.9.12.I

15.9.12.M

15.9.12.F

15.3.12.B

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BIG IDEAS

Big Ideas

- Discuss the objectives of promotion.
- Summarize the four elements of the promotion mix.
- Describe the different types of advertising, personal selling, sales promotion and publicity.
- Discuss how product placement impacts promotion.
- Explain the factors that are used to determine a product's promotion mix.
- Describe how word-of-mouth communication affects promotion.
- List major criticisms and defenses of promotion.

Unit 5: Promotions and Advertising

Marketing - HS Business

ESSENTIAL QUESTIONS

Essential Questions

- What are some of the objectives of promotion?
- What are the four elements of the promotion mix?
- What are some examples of the different types of advertising, personal selling, sales promotion and publicity?
- How does product placement impact promotion?
- What are some factors that are used to determine a product's promotion mix?
- How does word-of-mouth communication affects promotion?
- What are some major criticisms and defenses of promotion?

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand the objectives of promotion	Utilize the objectives of promotion in analyzing a product's marketing strategy.
Know the four elements of the promotion mix	Describe and give examples of the four elements of the promotion mix.
Understand examples of the different types of advertising, personal selling, sales promotion and publicity	Give examples and make sample promotions for the different types of advertising, personal selling, sales promotion and publicity.
Know how product placement impacts promotion	Describe examples of product placement that you have seen in television, movies, or other media.
Understand some of the factors that are used to determine a product's promotion mix	Utilize factors that determine a product's promotion mix to analyze marketing strategy.
Understand how word-of-mouth communication affects promotion	Give examples of how word-of-mouth promotion can be extremely valuable given technology options as well as potentially harmful.
Understand major criticisms and defenses of promotion	Examine major criticisms and defenses of promotion and provide arguments for each side.

Unit 5: Promotions and Advertising

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Activity: Knowledge Check #1 -- Advertising vs Personal Selling	Formative	For various scenarios, students explain why advertising or sales promotion are more appropriate and effective for the situation.
Activity: Knowledge Check #2 -- Categories of Advertising	Formative	For various examples, students decide if the situation describes institutional, pioneer, or competitive advertising strategy.
Activity: Knowledge Check #3 - Viral vs. Buzz marketing	Formative	For four different scenarios, students identify if they think it is describing viral marketing or buzz marketing.
Activity/Class Discussion - Criticisms of Promotion	Formative	As a class, students will offer observations about how they feel about the criticisms of marketing that were given. Are the criticisms valid? Why or why not?
Activity/Class Discussion: Promotion and Ethics	Formative	Students are posed with the question: Should organizations be allowed to promote offensive, violent, sexual, or unhealthy products that are legally sold and purchased? Give reasoning for each side of the argument.
Unit 5 Project Assessment and Presentation	Project based assessment Students present their projects to the class for the development of presentation skills needed in marketing.

ATTACHMENTS

 Unit_5_Project_-Promotions_and_Advertising.pdf

 Unit_5_Project_-Promotions_and_Advertising__GRADING.pdf

Unit 6: Social Media Marketing and Technology

Marketing - HS Business

UNIT OVERVIEW

In our society, we are surrounded by digital media continually. Apps are created for almost every purpose imaginable. A person cannot even get on an airplane flight without having the company app to scan their ticket! Young people are especially immersed in this digital world with not only apps and school work platforms but also social media platforms. In this unit, students will analyze the way marketing uses digital media to promote its products. This section will allow students to understand the benefits for companies of utilizing digital media.

Students will examine many different types of digital media and social media platforms used for marketing and analyze the target market, usefulness, relevance, and strategies that are used on the various sites and platforms.

Metrics for measuring the success of a digital strategy will be explored as well as the legal and ethical considerations in digital marketing.

ATTACHMENTS

 Unit_6_-_Digital_Media_and_Social_Media_Marketing.pptx

STANDARDS/EXPECTATIONS

Pennsylvania - Grade 9-12 - Business, Computer and Information Technology

15.9.12.D

15.9.12.L

15.3.12.T

15.3.12.U

15.3.12.V

15.3.12.B

15.3.12.D

15.3.12.H

15.3.12.I

BIG IDEAS

Big Ideas

- Describe the benefits of utilizing digital media
- Describe many different types of digital media and social media platforms used for marketing.
- Describe metrics for measuring the success of a digital strategy.
- Identify legal and ethical considerations in digital marketing.

ESSENTIAL QUESTIONS

Essential Questions

- Describe the benefits of utilizing digital media
- Describe many different types of digital media and social media platforms used for marketing.
- Describe metrics for measuring the success of a digital strategy.
- Identify legal and ethical considerations in digital marketing.

Unit 6: Social Media Marketing and Technology

Marketing - HS Business

LEARNING TARGETS: KNOWLEDGE & SKILLS

Knowledge	Skills
Students will know (Acquired Knowledge)	Students can do (Acquired Skill)
Understand the benefits of utilizing digital media for marketing and promotion efforts	Explain the benefits of utilizing digital media for marketing and promotion efforts
Understand and be able to identify many different types of digital media and social media platforms used for marketing	Give examples of many different types of digital media and social media platforms used for marketing; analyze the target markets, advantages, and disadvantages of each.
Understand the various types of metrics for measuring the success of a digital strategy	Describe various metrics for measuring the success of a digital strategy.
Identify legal and ethical considerations in digital marketing	Give examples of legal and ethical considerations in digital marketing

Unit 6: Social Media Marketing and Technology

Marketing - HS Business

EVIDENCE OF LEARNING & ASSESSMENT

h/Class

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Activity/Class Discussion: Introduction	Formative	Students are immersed in digital and social media every day. As a class starter, create a list as a class of the various past and current platforms while also examining the target markets that are reached by those platforms. Describe the types of digital advertisements and promotions that they see around them commonly.
Activity/Class Discussion: Blogs - Effective or No?	Formative	As we explore various forms of digital platforms, ask students to determine their perceptions of the effectiveness of blogs. What types of topics/products would benefit from blog presence; what target markets are affected by blogs; do blogs still have an impact or are they on the decline? (This discussion may be changed to discuss whatever similar digital media is applicable at the time since technology evolves continually and quickly.)
Partner Activity/Class Discussion: "Group Activity 2" Creative Attention	Formative	Students are asked to describe and analyze some creative methods that companies have used in order to get customers' attention through digital media. Students will also discuss how digital media marketers measure success of campaigns.
Activity/Class Discussion: Amazon	Formative	Students are asked to analyze the features of Amazon such as remembering customer preferences and providing recommendations (also discuss algorithms used in social media apps).

Unit 6: Social Media Marketing and Technology

Marketing - HS Business

Name of Assessment	Type (formative, summative, project-based, diagnostic)	Description
Unit 6 Project - Part A: App Analysis	Project based	Students select an app that is commonly used. Analyze how this app utilize marketing and digital media strategies in relation to the company's mission, promotions, and branding.
Unit 6 Project - Part B: Company Analysis	Project based	Students will select a company of their choice. Describe and analyze the company's social media presence across various media in relation to their products, target market, and promotion strategies that are utilized.