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| <b>Unit Title:</b> Marketing                                                                                                                                                                                                                                                                                         |
| <b>Grade Level:</b> 10-12                                                                                                                                                                                                                                                                                            |
| <b>Subject Area:</b> Intro to Business                                                                                                                                                                                                                                                                               |
| <b>Duration/Length/Number of class periods:</b> 10 class periods                                                                                                                                                                                                                                                     |
| <b>Description:</b> Students will get an introduction to marketing, understanding key vocabulary, participate in activities that help build knowledge in the concept of Marketing and complete an end of unit project to showcase what they have learned from discussions and activities.                            |
| <b><u>Established Goals</u> (National, State, Local):</b><br>Analyze the characteristics, motivations, and behaviors of consumers.<br>Describe the elements, design, and purposes of a marketing plan                                                                                                                |
| <b>What <u>Enduring Understandings</u> are desired?</b><br>In order for us to maintain and continue to build economic growth, it is vital that we have people who understand the need for entrepreneurial skills and know how to use those skills to build business to sustain the growth of our nation.             |
| <b>What <u>Essential Questions</u> will be considered?</b><br>How can you effectively market a product to consumers?<br>Why are some target audiences different from others and how do they affect your marketing plan?                                                                                              |
| <b>Students will know / be able to:</b><br>Students will know what a marketing mix is and will be able to generate a marketing plan based off of their understanding of how to use the marketing mix. Students will be able to create a marketing strategy for how to effectively meet their target audiences needs. |

| <b>Description</b><br><br><i>Units must include at least one of each formative, summative, introductory activity and learning activity. Check the appropriate box; one per row.</i>                                                                                                                                                                                                         | <a href="#">Formative</a> | <a href="#">Summative</a> | Introductory Activity | Learning Activity | Student Technology Used                      | Teacher Technology Used          | <a href="#">ISTE Standards</a>                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------|-----------------------|-------------------|----------------------------------------------|----------------------------------|-----------------------------------------------------------------|
| Design a shoe/drink for a selected company <b>(3 day in class assignment)</b> <ul style="list-style-type: none"> <li>- Students will focus on exploring their creative side to figure out what will catch the attention of their target audience</li> <li>- Meeting deadlines with assignments</li> <li>- What are likes and dislikes of certain items</li> </ul>                           | <b>X</b>                  |                           |                       | <b>X</b>          |                                              | <b>X</b><br>Canva, google images |                                                                 |
| Research other nations imports/exports <b>(one day in class assignment)</b> <ul style="list-style-type: none"> <li>- Students will use the CIA World Factbook to search and research imports and exports of certain countries</li> <li>- Understand what important raw materials countries have</li> <li>- Understanding how imports and exports work</li> </ul>                            | <b>X</b>                  |                           | <b>X</b>              | <b>X</b>          | <b>X</b><br>CIA World Factbook website       | <b>X</b>                         | Analyze the influence of external factors on marketing.         |
| Create your own school approved business <b>(multiple days of work time)</b> <ul style="list-style-type: none"> <li>- students will create business plan including a marketing mix that will help promote a school approved business in the school</li> <li>- Students will create fliers, advertisements, make a public speaking presentation, and understand target audiences.</li> </ul> |                           | <b>X</b>                  |                       | <b>X</b>          | <b>X</b><br>Chromebook, canva, google slides | <b>X</b><br>google slides        | Describe the elements, design, and purposes of a marketing plan |
|                                                                                                                                                                                                                                                                                                                                                                                             |                           |                           |                       |                   |                                              |                                  |                                                                 |

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| <b>Materials, tools and resources:</b> Chrome book, desktop computer, canva, google docs |
| <b>Unit Plan Author:</b> Tarek Morey                                                     |
| <b>Additional credit given to:</b>                                                       |