

# Orange Public Schools Office of Innovation

## Introduction to Marketing



Board Approval Date: 09/13/23



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# Introduction to Marketing

This course will provide students with a basic foundation to further their studies in marketing. I can study how economic functions are interconnected within the marketplace through the Seven P's of Marketing: Product, Price, Promotion, Place, Packaging, Positioning, and People. The principles of the course are based on the core concepts of business and marketing, which include but are not limited to economics, finance, and promotion. The communication, employability, and marketing skills learned in this course will increase students' opportunities for a successful transition in the business world. DECA and FBLA will be utilized as a means to provide students with leadership development through activities and competitive events.

## Scope and Sequence

Timeline	Concepts
Marking Period 1	The Marketing Process: Product, Price, Placement, and Promotion (50 Class Periods)
Marking Period 2	Branding and Market Research: Branding, Social Media Marketing, and Market Research (50 Class Periods)
Marking Period 3	Selling, Supply Chain Management, and Economics for Marketing: The Selling Process, Channel Management, and Economics in Marketing (50 Class Periods)
Marking Period 4	Sports, Fashion, and Marketing Plan Project (50 Class Periods)

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## 21<sup>st</sup> Century Skills

### NJSLS for Career Readiness, Life Literacies and Key Skills

An education in career readiness, life literacies, and key skills fosters a population that: continually self-reflects and seeks to improve the essential life and career practices that lead to success; uses effective communication and collaboration skills and resources to interact with a global society; possesses financial literacy and responsibility at home and in the broader community; plans, executes, and alters career goals in response to changing societal and economic conditions; and seeks to attain skill and content mastery to achieve success in a chosen career path.

**By the end of Grade 12,**

#### **9.4 Life Literacies and Key Skills**

##### ***Creativity and Innovation***

9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).

9.4.12.CI.2: Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).

9.4.12.CI.3: Investigate new challenges and opportunities for personal growth, advancement, and transition (e.g., 2.1.12.PGD.1).

##### ***Critical Thinking and Problem Solving***

9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice (e.g., 1.1.12acc.C1b, 2.2.12.PF.3).

9.4.12.CT.2: Explain the potential benefits of collaborating to enhance critical thinking and problem solving (e.g., 1.3E.12prof.CR3.a).

9.4.12.CT.3: Enlist input from a variety of stakeholders (e.g., community members, experts in the field) to design a service learning activity that addresses a local or global issue (e.g., environmental justice).

9.4.12.CT.4: Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.

##### ***Digital Citizenship***

9.4.12.DC.1: Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content (e.g., 6.1.12.CivicsPR.16.a).

9.4.12.DC.2: Compare and contrast international differences in copyright laws and ethics.

9.4.12.DC.3: Evaluate the social and economic implications of privacy in the context of safety, law, or ethics (e.g., 6.3.12.HistoryCA.1).

9.4.12.DC.4: Explain the privacy concerns related to the collection of data (e.g., cookies) and generation of data through automated processes that may not be evident to users (e.g., 8.1.12.NI.3).

9.4.12.DC.5: Debate laws and regulations that impact the development and use of software.

9.4.12.DC.6: Select information to post online that positively impacts personal image and future college and career opportunities.

9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society (e.g., 6.1.12.CivicsPD.16.a).

9.4.12.DC.8: Explain how increased network connectivity and computing capabilities of everyday objects allow for innovative technological approaches to climate protection.

##### ***Global and Cultural Awareness***

9.4.12.GCA.1: Collaborate with individuals to analyze a variety of potential solutions to climate change effects and determine why some solutions (e.g., political, economic, cultural) may work better than others (e.g., SL.11-12.1., HS-ETS1-1, HS-ETS1-2, HS-ETS1-4, 6.3.12.GeoGI.1, 7.1.IH.IPERS.6, 7.1.IL.IPERS.7, 8.2.12.ETW.3).

##### ***Information and Media Literacy***

9.4.12.IML.1: Compare search browsers and recognize features that allow for filtering of information.

9.4.12.IML.2: Evaluate digital sources for timeliness, accuracy, perspective, credibility of the source, and relevance of information, in media, data, or other resources (e.g., NJSLSA.W8, Social Studies Practice: Gathering and Evaluating Sources).



9.4.12.IML.3: Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions (e.g., S-ID.B.6a., 8.1.12.DA.5, 7.1.IH.IPRET.8)

9.4.12.IML.4: Assess and critique the appropriateness and impact of existing data visualizations for an intended audience (e.g., S-ID.B.6b, HS-LS2-4).

9.4.12.IML.5: Evaluate, synthesize, and apply information on climate change from various sources appropriately (e.g., 2.1.12.CHSS.6, S.IC.B.4, S.IC.B.6, 8.1.12.DA.1, 6.1.12.GeoHE.14.a, 7.1.AL.PRSNT.2).

9.4.12.IML.6: Use various types of media to produce and store information on climate change for different purposes and audiences with sensitivity to cultural, gender, and age diversity (e.g., NJSLSA.SL5).

9.4.12.IML.7: Develop an argument to support a claim regarding a current workplace or societal/ethical issue such as climate change (e.g., NJSLSA.W1, 7.1.AL.PRSNT.4).

9.4.12.IML.8: Evaluate media sources for point of view, bias, and motivations (e.g., NJSLSA.R6, 7.1.AL.IPRET.6).

9.4.12.IML.9: Analyze the decisions creators make to reveal explicit and implicit messages within information and media (e.g., 1.5.12acc.C2a, 7.1.IL.IPRET.4).

#### **Technology Literacy**

9.4.12.TL.1: Assess digital tools based on features such as accessibility options, capacities, and utility for accomplishing a specified task (e.g., W.11-12.6.).

9.4.12.TL.2: Generate data using formula-based calculations in a spreadsheet and draw conclusions about the data.

9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments.

9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem (e.g., 7.1.AL.IPERS.6).

## **Career Ready Practices**

CRP1. Act as a responsible and contributing citizen and employee.

CRP2. Apply appropriate academic and technical skills.

CRP3. Attend to personal health and financial well-being.

CRP4. Communicate clearly and effectively and with reason.

CRP5. Consider the environmental, social and economic impacts of decisions.

CRP6. Demonstrate creativity and innovation.

CRP7. Employ valid and reliable research strategies.

CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.

CRP9. Model integrity, ethical leadership and effective management.

CRP10. Plan education and career paths aligned to personal goals.

CRP11. Use technology to enhance productivity.

CRP12. Work productively in teams while using cultural global competence.

## **Instructional Strategies**

Academic vocabulary and language; Accountable talk; Adapting to learning styles/multiple intelligences; Analysis of student work; Cues, questions, activating prior knowledge; Current events; Direct instruction; Discovery/Inquiry-based learning; Document-based questions; Effective questioning; Field experience, field trip, or field study; Flexible/strategic grouping; Formative assessment process; Guest speakers; Hands-on learning; Identifying similarities and differences; Integration of content areas; Lecture; Learning centers; Mastery learning; Modeling; Nonlinguistic representations; Note booking/journaling; Peer teaching/collaboration; Project-based learning; Realia; Reinforcing effort and providing recognition; Role play/simulations/drama; Student goal setting; Student self-assessment; Summarizing and note taking; Targeted feedback; Word wall



# Integrated Accommodations and Modifications

Special Education/504	English Language Learners
<p>Adhere to all modifications and health concerns stated in each IEP.</p> <p>Give students a MENU option allowing students to pick assignments from different levels based on difficulty. Students have the option of learning the curriculum in their comfort level and challenge themselves for growth.</p> <p>Use the online reading software, which can revise the reading at the Lexile level to meet students at current reading level.</p> <p>Accommodating Instructional Strategies: Reading Aloud, Graphic Organizers, Reading Study Guides, one-on-one instruction, class website, Handouts, Definition List, Syllabus, Large Print, Outlines.</p> <p>Divide instruction into smaller chunks of time.</p> <p>Utilize a speech to text resources.</p> <p>Provide scaffolded support when they respond to questions (ie. Rephrase questions, have them Turn &amp; Talk to peers, provide sentences frames for response, etc).</p> <p>Allow role-play responses.</p> <p>Provide sentence frames for forming opinions: I agree with ____ because _____. Or I do not agree with ____ because _____.</p> <p>Choice in task products (song, dance, writing, role play, drawing).</p> <p>Use of Google Chromebook Accessibility Features, including: screen magnifier, font increase, black/white contrast, larger cursor, Chromevox, on-screen</p> <p>Model sentence structure when responding to questions.</p> <p>Ask “yes” and “no” questions from time to time.</p> <p>Allow frequent movement in the classroom, going up to the SMARTBoard, or big book to point out things relevant to the lesson</p> <p>Thumbs Up/Down for quick assessments.</p>	<p>Use the district purchased software; give students the option to change the language of the articles to the student’s native language for most articles.</p> <p>Speech to text platform extension additions. Will read to the student in the language selected.</p> <p>Online word banks</p> <p>Use visuals whenever possible to support classroom instruction and classroom activities.</p> <p>Teacher modeling and written instructions for every assignment.</p> <p><b>SIOP Strategies:</b></p> <p>Adapted, taped, or highlighted text, Anticipation / Reaction Guides, Bilingual dictionaries, Classroom charts and posters to link prior learning to new learning Advance Organizers Videos, DVDs, stories, articles, books, pictures, or photographs, Cloze activities Mnemonic strategies, Concept definition maps Word sorts, Vocabulary flip books, Demonstration of lesson procedures, High-interest, low-readability texts, Incorporate listening, speaking, reading, and writing activities, Insert Method, Anticipation Guides Concept/Question Board, Interactive word walls, Jigsaw activities, Labeling Word knowledge self-assessment,, Word banks, Marginal notes</p> <p>Native language texts, Question Stems to elicit and share background experiences and promote higher-order thinking skills, Realia, manipulatives, props, photographs, illustrations, Rehearsal strategies Teacher-prepared outlines, Text comprehension strategies (predicting, retelling, summarizing, etc.) QAR strategy Questioning the Author, Think-Alouds Thinking Maps and other graphic organizers, Trade books, Vocabulary Self-Collection Strategy (VSS), Personal dictionaries, Word generation activities, Note Taking (Three-Column, Cornell notes, etc.), Scaffolded Questions / Verbal scaffolding of student responses</p>



Sentence frames discussions/sharing.	
<b>Gifted and Talented</b>	<b>Students at Risk of Failure</b>
<p>Modified instructional strategies Socratic Seminar, Group Discussion, Think-Pair- Share, Individual Assignments graded on a more rigorous rubric, Multimedia Projects, working with more primary source documents and completing Case Studies.</p> <p>Student led classroom instruction; also Project Based Learning.</p> <p>Encourage asking questions for clarity. Provide displayed anchor chart of question words with question phrases on it.</p> <p>Assign partner work.</p>	<p>Give students a MENU options allowing students to pick activities based on interest that address the objectives and standards of the unit.</p> <p>Modified Instructional Strategies, Graphic organizers, Readings.</p> <p>Study Guides, small learning group instruction, class website (Google Classroom).</p> <p>Syllabus, inclusion of more visuals and films, Field Trips, Google Expeditions, Peer</p> <p>Support, one on one instruction</p> <p>Constant parental contact along with mandatory tutoring appointments</p> <p>Academic Contracts</p>

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers (End of Grade 12)

For students to be college and career ready they must have opportunities to understand career concepts and financial literacy. This includes helping students make informed decisions about their future personal, educational, work, and financial goals. By integrating Standard 9 into instruction along with the NJCCCS, New Jersey I can acquire the necessary academic and life skills to not only achieve individual success but also to contribute to the success of our society.

### **MARKETING CAREER CLUSTER®**

**By the end of Grade 12,**

#### **9.3 Marketing**

##### **Marketing (MK)**

9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.

9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.

9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.

9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.

9.3.MK.6 Select, monitor and manage sales and distribution channels.

9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

##### **Marketing Communication**

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.



- 9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.
- 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.
- 9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
- 9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

#### **Marketing Management**

- 9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.
- 9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.
- 9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.
- 9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.
- 9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.
- 9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.

#### **Marketing Research**

- 9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.

#### **Merchandising**

- 9.3.MK-MER.1 Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
- 9.3.MK-MER.2 Plan, manage and monitor day-to-day merchandising activities.
- 9.3.MK-MER.3 Move, store, locate and/or transfer ownership of retail goods and services.
- 9.3.MK-MER.4 Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
- 9.3.MK-MER.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.
- 9.3.MK-MER.6 Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
- 9.3.MK-MER.7 Communicate information about retail products, services, images and/or ideas.
- 9.3.MK-MER.8 Create and manage merchandising activities that provide for client needs and wants.

#### **Professional Sales**

- 9.3.MK-SAL.1 Access, evaluate and disseminate sales information
- 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants.
- 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.

## **Interdisciplinary Connections**

- NJSLSA.W4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
- NJSLSA.W6. Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.
- RI.11-12.1. Accurately cite strong and thorough textual evidence, (e.g., via discussion, written response, etc.), to support analysis of what the text says explicitly as well as inferentially, including determining where the text leaves matters uncertain.
- W.11-12.4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in standards 1–3 above.)



Marking Period 1	Introduction to Marketing	Grade(s)	10-12
Unit Plan Title:	The Marketing Process		
Unit Overview			
In this unit, students will understand how marketing engages customers and manages profitable customer relationships. By analyzing current trends in the age of digital, mobile, and social media, they will gain an understanding of the marketing process. Through strategic planning, organizations can engage consumers by constructing customer-driven marketing strategies and marketing programs. By examining the market process, I can gain insight into how marketing strategies add consumer values to organizations.			
Essential Question(s)			
<ul style="list-style-type: none"><li>• How does the marketing mix influence the sales success of a product?</li><li>• How does marketing affect a business's success?</li><li>• How do marketers use the 4 P's (Product, Place, Price, and Promotion) to function in business?</li><li>• How does marketing affect consumer behavior?</li></ul>			
Enduring Understandings			
<ul style="list-style-type: none"><li>• Marketing is engaging customers and managing profitable customer relationships.</li><li>• Marketing companies go to great lengths to learn and understand the customer's needs, wants, and demands.</li><li>• Customer engagement marketing aims to make a brand a more meaningful part of consumers' conversations and lives through direct and continuous customer involvement in shaping brand conversations, experiences, and community.</li></ul>			
Assessments			
<p><b>Pre and Formative:</b> Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Written and reading-based homework.</p> <p><b>Summative:</b> 4 P's Assessment after Lesson 7, Promotion Assessment after Lesson 18, and End of the Unit Assessment after Lesson 25</p> <p><b>Authentic:</b> Create a Product Project, Promotional Video Project, and Consumer Behavior Project</p>			
Guest Speaker and Field Trips			
<p><b>Guest Speakers:</b></p> <p>Advertiser/Commercial Writer (Weeks 1 to 10)</p> <p>Marketer (Weeks 1 to 10)</p> <p>Product Developer (Weeks 3 to 10)</p> <p>Promotion Specialist (Weeks 6 to 10)</p> <p><b>Deca Field Trips:</b> Regional Leadership Conference and NYC Experience (Radio City Music Hall, NBC Studios, and Empire St. Building)</p> <p><b>College Field Trips:</b> Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University</p> <p><b>Industry Field Trips:</b> Advertising Agency, Ernst &amp; Young Marketing Department, Johnson &amp; Johnson, and Brooklyn Nets</p> <p><b>Virtual Field Trips:</b> Amazon Career Tours and Disney Virtual Tours</p>			



Lesson and Learning Goal/Pacing	
Lesson 1	Career Opportunities in Marketing (1 Day Lesson)
Lesson 2	Career Exploration (2 Day Lesson)
Lesson 3	Career Exploration Group Project (2 Day Lesson)
Lesson 4	Career Exploration (Self-Assessments) (1 Day Lesson)
Lesson 5	What is Marketing and Why Does it Matter? (2 Day Lesson)
Lesson 6	Marketing Good, Bad, or Undecided (1 Day Lesson)
Lesson 7	Product, Placement, Price, and Promotion (1 Day Lesson)
Lesson 8	Create a Product or Service (2 Day Lesson)
Lesson 9	The Marketing Functions (5 Day Lesson)
Lesson 10	Brands and Taglines (2 Day Lesson)
Lesson 11	The History of Marketing and Promotion/Advertising (2 Day Lesson)
Lesson 12	History of Marketing Research (1 Day Lesson)
Lesson 13	Marketing Strategies and Mix (2 Day Lesson)
Lesson 14	Promotion Introduction (2 Day Lesson)
Lesson 15	Promotions (1 Day Lesson)
Lesson 16	Promote a New Design (2 Day Lesson)
Lesson 17	Promotional Video and Presentation (4 Day Lesson)
Lesson 18	Methods of Promotion (1 Day Lesson)
Lesson 19	Product and Pricing (1 Day Lesson)
Lesson 20	Product Mix (1 Day Lesson)
Lesson 21	Product Life Cycle (1 Day Lesson)
Lesson 22	Product Pricing (1 Day Lesson)



<b>Lesson 23</b>	What's the Right Price (1 Day Lesson)
<b>Lesson 24</b>	Consumer Behavior (3 Day Lesson)
<b>Lesson 25</b>	Consumer Behavior Project (4 Day Lesson)
	<b>Lesson 1: Careers in Marketing (1 Day Lesson)</b>
NJSLS	9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
Learning Objective	I can differentiate between the different careers in marketing.
Teacher Materials	<a href="#">Investigating Careers Lesson Plan</a>
Additional Resources	<a href="#">Careers in Marketing Discussion</a>
	<b>Lesson 2: Career Exploration (2 Day Lesson)</b>
NJSLS	9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
Learning Objective	I can classify careers in marketing by sector.
Teacher Materials	<a href="#">Career Exploration Lesson Plan</a>
Additional Resources	<a href="#">Career Exploration Lesson</a>
	<b>Lesson 3: Career Exploration Group Project (2 Day Activity)</b>
NJSLS	9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
Learning Objective	I can research and outline tasks marketing complete in marketing departments.
Teacher/Student Materials	<a href="#">Career Exploration Lesson II</a>
Additional Resources	<a href="#">Career Exploration Group Project Lesson</a>
	<b>Lesson 4: Career Exploration (Self-Assessments) 1 Day Lesson</b>
NJSLS	9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
Learning Objective	I can conduct a self-assessment to identify their personal strengths and opportunities for improvement, as they relate to well-known skills and traits of successful marketing professionals.
Teacher/Student Materials	<a href="#">The Career Test</a> <a href="#">Career Test: Meyers-Briggs</a>
Additional Resources	<a href="#">Self-Assessment Traits Lesson.</a> <a href="#">Self-Assessment One Word Lesson</a> <a href="#">Self-Assessment Skills Lesson</a>
	<b>Lesson 5: What is Marketing and Why Does it Matter (2 Day Lesson)</b>



NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.
Learning Objective	I can differentiate between marketing and advertising.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 1 Real Marketing PGs 8 and 24 Discussion and Critical Thinking pg. 33 Application and Cases pgs. 33 to 36
Additional Resources	<a href="#">What is Marketing Lesson</a> (Business U) <a href="#">Additional Marketing Projects and Assignments</a>
	<b>Lesson 6: Marketing: Good, Bad, or Undecided (1 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.
Learning Objective	I can formulate an opinion on the impact and importance of marketing on society.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 1 Real Marketing PGs 8 and 24 Discussion and Critical Thinking pg. 33 Application and Cases pgs. 33 to 36
Additional Resources	<a href="#">Marketing: Good, Bad, Undecided Lesson Plan</a> (Business U)
	<b>Lesson 7: Product, Placement, Price, and Promotion (1 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome. 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
Learning Objective	I can analyze the 4 P's of a product.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 9, 10, and 11 Real Marketing PGs 266, 269, 288, 295 Discussion and Critical Thinking pg. 276 and 301 Application and Cases pgs. 277 to 281 and 301 to 305,
Additional Resources	<a href="#">Product, Placement, Price, and Promotion Lesson Plan</a> (Business U)
	<b>Lesson 8: Create a Product or Service (2 Day Lesson)</b>
NJSLS	9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can create a product or service.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapters 9</p> <p>Real Marketing PGs 266 and 269</p> <p>Discussion and Critical Thinking pg. 276</p> <p>Application and Cases pgs. 277 to 281</p>
Additional Resources	<a href="#">Create a Product or Service Lesson Plan</a> (Business U)
	<b>Lesson 9: The Marketing Functions (5 Day Lesson)</b>
NJSLS	<p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.</p>
Learning Objective	<p>I can classify the functions of marketing.</p> <p>I can differentiate between the different functions of marketing.</p> <p>I can demonstrate an understanding of the purposes and interrelationships between the functions of marketing.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 2</p> <p>Real Marketing PGs 44 and 52</p> <p>Discussion and Critical Thinking pg. 62</p> <p>Application and Cases pgs. 62-65</p>
Additional Resources	<p><a href="#">Functions of Marketing Discussion Lesson Plan</a> (Business U)</p> <p><a href="#">Marketing Function Individual Lesson Plan</a> (Business U)</p> <p><a href="#">Marketing Function Group Activity</a> (Business U)</p>
	<b>Lesson 10: Brand and Taglines (2 Day Lesson)</b>
NJSLS	9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
Learning Objective	<p>I can organize brands associated with taglines and slogans.</p> <p>I can create a tagline for an existing product.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 5</p> <p>Real Marketing PGs 141 and 146</p> <p>Discussion and Critical Thinking pg. 158</p>



	Application and Cases pgs. 158 to 161
Additional Resources	<a href="#">Slogan Lesson Plan</a> <a href="#">Brands and Taglines Lesson Plan</a> (Business U)  <a href="#">Prezi Logos</a> <a href="#">Famous Slogans</a>
	<b>Lesson 11: The History of Marketing and Advertising (2 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.
Learning Objective	I can outline the history of marketing and advertising and compare/contrast to current trends in both.
Teacher/Student Materials	<a href="#">The History of Marketing and Advertising Lesson Plan</a> (Business U)
Additional Resources	Principles of Marketing, Kotler and Armstrong 2018: Chapter 14 Real Marketing PGs 404 and 419 Discussion and Critical Thinking pg. 422 Application and Cases pgs. 422 to 425
	<b>Lesson 12: History of Marketing Research (1 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.
Learning Objective	I can conduct research on the history of market research. I can create a timeline on the history of market research
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 4 Real Marketing PGs 104 and 118 Discussion and Critical Thinking pg. 126 and 127 Application and Cases pgs. 127 to 131
Additional Resources	<a href="#">History of Market Research Lesson Plan</a> (Business U)
	<b>Lesson 13: Marketing Strategies and Mix (2 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications. 9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations. 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.



Learning Objective	<p>I can analyze and examine marketing strategies and a company's marketing mix.</p> <p>I can analyze the marketing strategy of an existing company.</p> <p>I can then design an improved marketing plan or a marketing plan that targets a completely different consumer.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 2</p> <p>Real Marketing PGs 44 and 52</p> <p>Discussion and Critical Thinking pg. 62</p> <p>Application and Cases pgs. 62-65</p>
Additional Resources	<p><a href="#">Marketing Mix Lesson Plan</a> (Business U)</p> <p><a href="#">Marketing Strategy Lesson Plan</a> (Business U)</p> <p>DECA at the Bell Role Play:</p> <p><a href="#">Fenty Beauty and Diversity Marketing Video</a> (Business U)</p> <p><a href="#">Fenty Beauty Role Play</a> (Business U)</p>
	<b>Lesson 14: Promotion Introduction (2 Day Lesson)</b>
NJSLS	<p>9.3 MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can justify the benefits of promotion and promotional techniques marketers use.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 14</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p> <p>Application and Cases pgs. 422 to 425</p>
Additional Resources	<a href="#">Promotion Lesson Plan</a> (Business U)



	<b>Lesson 15: Promotions (1 Day Lesson)</b>
NJSLS	<p>9.3 MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can analyze the promotional strategies of products, compare it with brand promotional strategies, and finally design a promotional strategy for a product of their choice.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 14</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p> <p>Application and Cases pgs. 422 to 425</p>
Additional Resources	<p><a href="#">Promotion Lesson Plan</a> (Wharton Global Youth)</p> <p><a href="#">Retail Visionary Article</a> (Wharton Global Youth)</p> <p>Lesson 8 Product Created</p> <p>DECA at the Bell Role Play: (Business U)</p> <p><a href="#">Jingles Video</a></p> <p><a href="#">Jingles-Role Play</a></p> <p><a href="#">Jingles- Additional Resource</a></p>
	<b>Lesson 16: Promote a New Design (2 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3 MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>



	<p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can apply promotion and marketing strategies by designing a creative promotional mix.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 14</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p> <p>Application and Cases pgs. 422 to 425</p>
Additional Resources	<a href="#">Promote a New Design Lesson Plan</a> (Business U)
	<b>Lesson 17: Influencer for a Day (5 Day Lesson)</b>
NJSLS	<p>9.3 MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can demonstrate effective use of modern types of promotion, including digital forms.</p> <p>I can create a personal brand, select a product to promote, identify a target audience, set objectives, create promotional content, outline a content schedule, and present ideas to the class.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 14</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p>



	Application and Cases pgs. 422 to 425
Additional Resources	<a href="#">Influencer for the Day Lesson Plan</a> (Business U)
	<b>Lesson 18: Methods of Promotion (3 Day Lesson)</b>
NJSLS	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can differentiate between the different methods of promotion.</p> <p>I can create a table distinguishing between the different methods of promotion.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 14</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p> <p>Application and Cases pgs. 422 to 425</p>
Additional Resources	<p><a href="#">Method of Promotions Lesson Plan</a> (Business U)</p> <p><a href="#">Methods of Promotion Lesson 2</a> (Business U)</p>
	<b>Lesson 19: Product and Pricing</b>
NJSLS	<p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can analyze the relationship between products and pricing.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapters 9</p> <p>Real Marketing PGs 266 and 269</p> <p>Discussion and Critical Thinking pg. 276</p> <p>Application and Cases pgs. 277 to 281</p>
Additional Resources	<a href="#">Products and Pricing Lesson Plan</a> (Business U)



	<b>Lesson 20: Product Mix</b>
NJSLS	9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
Learning Objective	I can differentiate between an organization's product line and product mix.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 9 and 10 Real Marketing PGs 266, 269, 288, 295 Discussion and Critical Thinking pg. 276 and 301 Application and Cases pgs. 277 to 281 and 301 to 305
Additional Resources	<a href="#">Product Mix Lesson</a> (Business U)
	<b>Lesson 21: Product Life Cycle</b>
NJSLS	9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals. 9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations. 9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan. 9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions. 9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value. 9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.
Learning Objective	I can analyze the product life cycle of a product and create a graph to reflect changes.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 9 and 10 Real Marketing PGs 266, 269, 288, 295 Discussion and Critical Thinking pg. 276 and 301 Application and Cases pgs. 277 to 281 and 301 to 305
Additional Resources	<a href="#">Product Life Cycle</a> (Wharton Global Youth) <a href="#">iPhone In India article</a> (Wharton Global Youth)  DECA at the Bell Role Play: <a href="#">McDonald's and Krispy Kreme Video</a> (Business U) <a href="#">McDonald's and Krispy Kreme Role Play</a> (Business U)
	<b>Lesson 22: Product Pricing</b>
NJSLS	9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.



	9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
Learning Objective	I can examine the factors that impact pricing (production and material costs, supply and demand, value, competition, brand image, profit margin, flexibility, target market, price elasticity, etc).
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 9 and 10 Real Marketing PGs 266, 269, 288, 295 Discussion and Critical Thinking pg. 276 and 301 Application and Cases pgs. 277 to 281 and 301 to 305
Additional Resources	<a href="#">Pricing Lesson Plan</a> (Business U) <a href="#">Pricing Decisions Lesson Plan</a> (Business U)
	<b>Lesson 23: What's the Right Price (1 Day Lesson)</b>
NJSLS	9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
Learning Objective	I can analyze pricing strategies and design a pricing strategy for a product of their choice.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 9 and 10 Real Marketing PGs 266, 269, 288, 295 Discussion and Critical Thinking pg. 276 and 301 Application and Cases pgs. 277 to 281 and 301 to 305
Additional Resources	<a href="#">What's the Right Price Lesson Plan</a> (Wharton Global Youth) <a href="#">A Platform for Selling Art Article</a> (Wharton Global Youth)  DECA at the Bell Role Play: (Business U) <a href="#">Fortnite Video</a> <a href="#">Fortnite-Role Play</a> <a href="#">Fortnite-Additional Resources</a>
	<b>Lesson 24: Consumer Behavior (3 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities.</p> <p>9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.</p> <p>9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.</p>
Learning Objective	I can understand the motivations and behaviors of customers while designing a marketing strategy
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapters 1, 2, 3, and 5</p> <p>Real Marketing PGs 8, 24, 44, 52, 83, 91, 141, and 146</p> <p>Discussion and Critical Thinking pg. 33, 62, 94, and 158</p> <p>Application and Cases pgs. 33 to 36, 62 to 65, 94 to 97 and 158 to 161</p>
Additional Resources	<p><a href="#">Consumer Behavior Lesson 1</a> (Wharton Global Youth)</p> <p><a href="#">Consumer Behavior Lesson Plan 2</a> (Wharton Global Youth)</p> <p><a href="#">Consumer Behavior Lesson Plan 3</a> (Wharton Global Youth)</p> <p><a href="#">Purchase Power Article</a> (Wharton Global Youth)</p> <p><a href="#">Volkswagen Article</a> (Wharton Global Youth)</p> <p><a href="#">Jack Abraham Entrepreneurship Article</a> (Wharton Global Youth)</p>
	<b>Lesson 25: Consumer Behavior Project (4 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities.</p> <p>9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.</p>



	9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	I can analyze consumer behavior to classify the perceptions and behaviors towards a product.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 1, 2, 3, and 5 Real Marketing PGs 8, 24, 44, 52, 83, 91, 141, and 146 Discussion and Critical Thinking pg. 33, 62, 94, and 158 Application and Cases pgs. 33 to 36, 62 to 65, 94 to 97 and 158 to 161
Additional Resources	<a href="#">Consumer Behavior Project</a> (Wharton Global Youth)



Marking Period 2	Introduction to Marketing	Grade(s)	10-12
Unit Plan Title:	Branding and Market Research		
Unit Overview			
In this unit, students will understand how marketing departments brand their products. By analyzing different brands and product lines, they will gain an in-depth overview of branding. Branding is an essential component of marketing because it allows businesses to develop a brand identity and differentiate themselves from their competitors. Additionally, students will learn the importance of conducting market research to identify their brands target market and to learn more about their consumers and their behaviors.			
Essential Question(s)			
<ul style="list-style-type: none"><li>• How do marketers develop brand value and brand identity?</li><li>• How does a company build a brand that is both memorable and valuable?</li><li>• How does a company build a brand strategy?</li><li>• How does branding create customer loyalty?</li><li>• How do marketers use market research to identify their target markets?</li></ul>			
Enduring Understandings			
<ul style="list-style-type: none"><li>• A brand is a reputation, a perception, and how customers feel about it, that distinguishes it from other alternatives, and is marked and recalled by an identifying symbol, logo, and/or words.</li><li>• “Brand marketing” is how a company clearly promotes and communicates about its brand to enhance its reputation and brand value.</li><li>• “Marketing data” is the information gathered from interactions and transactions between a customer and a brand and used to inform and improve decision making about the brand.</li><li>• Marketing research is the process of gathering, recording, and analyzing information about all the marketing functions, and focusing on the 4Ps. (Product, Place, Price, promotion) Businesses use forecasting to project the demand levels for their product or service, and where the sales will take place, so that they can decide where to budget their time and spending.</li></ul>			
Assessments			
<p><b>Pre and Formative:</b> Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Student Portfolio of key work products. Written and reading-based homework.</p> <p><b>Summative:</b> Branding Assessment after Lesson 7, Social Media Marketing Assessment after Lesson 10, and End of the Unit Assessment after Lesson 16</p> <p><b>Authentic:</b> Branding Project and Market Research Project</p>			
Guest Speaker and Field Trips			
<p><b>Guest Speakers:</b></p> <p>Brand Manager (Weeks 1 to 10)</p> <p>Social Media Influencer (Weeks 5 to 10)</p> <p>Marketing Campaign Manager Weeks 5 to 10)</p> <p>Market Researcher (Weeks 3 to 10)</p> <p>Data Analyst (Weeks 3 to 10)</p> <p><b>Deca Field Trips:</b> Regional Leadership Conference and NYC Experience (Radio City Music Hall, NBC Studios, and Empire St. Building)</p> <p><b>College Field Trips:</b> Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University</p> <p><b>Industry Field Trips:</b> Marketing Firm, Ernst &amp; Young Marketing Department, Johnson &amp; Johnson, and New Jersey Devils</p> <p><b>Virtual Field Trips:</b> Amazon Career Tours and Disney Virtual Tours</p>			



Lesson and Learning Goal/Pacing	
<b>Lesson 1</b>	Branding (2 Day Lesson)
<b>Lesson 2</b>	The Elements of Branding (1 Day Lesson)
<b>Lesson 3</b>	Branding 101 (4 Day Lesson)
<b>Lesson 4</b>	Brand Equity (1 Day Lesson)
<b>Lesson 5</b>	Brand Promotion (1 Day Lesson)
<b>Lesson 6</b>	Brand Strategy (1 Day Lesson)
<b>Lesson 7</b>	Branding Project (5 Day Project)
<b>Lesson 8</b>	Social Media 101 (4 Day Lesson)
<b>Lesson 9</b>	A Deep Look into Social Media (5 Day Lesson)
<b>Lesson 10</b>	Social Media Project (5 Day Lesson)
<b>Lesson 11</b>	Marketing Research Introduction (2 Day Lesson)
<b>Lesson 12</b>	Market Research Forecasting and Predicting (4 Day Lesson)
<b>Lesson 13</b>	Intro to Data Analytics (3 Day Lesson)
<b>Lesson 14</b>	The Ethics of Collecting Big Data (2 Day Lesson)
<b>Lesson 15</b>	Collecting Data in the Age of Social Media (4 Day Lesson)
<b>Lesson 16</b>	Conducting Market Research (10-15 Days)
<b>Lesson 1: Branding (2 Day Lesson)</b>	
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p>



	<p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can examine the meaning and value of branding.
Teacher Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<p><a href="#">Branding Lesson Plan</a></p> <p>DECA at the Bell Role Play:</p> <p><a href="#">College Athlete and Brand Management Video</a> (Business U)</p> <p><a href="#">College Athletes and Brand Management Role Play</a> (Business U)</p> <p><a href="#">College Athletes and Brand Management Resources</a> (Business U)</p>
	<b>Lesson 2: The Elements of Branding (1 Day Lesson)</b>
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can demonstrate an understanding of branding.
Teacher Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<p><a href="#">Elements of Branding Lesson Plan</a> (Business U)</p> <p><a href="#">Elements of Branding Activity Plan</a> (Business U)</p>
	<b>Lesson 3: Branding 101 (4 Day Lesson)</b>
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p>



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can identify components of an effective brand.</p> <p>I can compare brands and branding.</p> <p>I can investigate the importance of a brand.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 404 and 419</p> <p>Discussion and Critical Thinking pg. 422</p> <p>Application and Cases pgs. 422 to 425</p>
Additional Resources	<p><a href="#">Branding 101 Lesson Plan</a> (CAEducators free resource where teacher must register for an account <a href="https://www.caeducatorstogether.org">https://www.caeducatorstogether.org</a> )</p>
<b>Lesson 4: Brand Equity (1 Day Lesson)</b>	
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can analyze the brand equity of a brand of their choice by conducting a survey of a product.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<p><a href="#">Brand Equity Lesson Plan</a> (Wharton Global Youth)</p>



	<b>Lesson 5: Brand Promotion (1 Day Lesson)</b>
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can analyze the promotional strategies of a brand of their choice by researching promotional strategies of an existing product.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<a href="#">Brand Promotion Lesson Plan</a> (Wharton Global Youth)
	<b>Lesson 6: Brand Strategy (1 Day Lesson)</b>
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>



	<p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	I can research the brand strategy of an existing product.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<a href="#">Brand Strategy Lesson Plan</a> (Wharton Global Youth)
	<b>Lesson 7: Branding Project (5 Day Project)</b>
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can analyze the perceptions of a brand.</p> <p>I can analyze the branding strategy — consumer segments, targeting, positioning and communication strategies.</p> <p>I can analyze the brand equity of a brand.</p> <p>I can create a survey to research brand equity.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 8</p> <p>Real Marketing PGs 230 and 237</p> <p>Discussion and Critical Thinking pg. 250</p> <p>Application and Cases pgs. 250 to 253</p>
Additional Resources	<a href="#">Branding Project Lesson Plan</a> (Wharton Global Youth)
	<b>Lesson 8: Social Media 101 (4 Day Lesson)</b>



NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can explain how social media is used in certain brands.</p> <p>I can identify and research the different social media platforms.</p> <p>I can create a social media plan to market a product.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 17</p> <p>Real Marketing PGs 498 and 502</p> <p>Discussion and Critical Thinking pg. 512</p> <p>Application and Cases pgs. 512 to 515</p>
Additional Resources	<p><a href="#">Social Media 101 Lesson Plan</a> (CAEducators)</p>
<b>Lesson 9: A Deep Look into Social Media (5 Day Lesson)</b>	
NJSLS	<p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.</p> <p>9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.</p> <p>9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>
Learning Objective	<p>I can effectively apply the key elements of social media marketing for a successful brand campaign.</p> <p>I can create a persona for the brand to better identify an audience.</p> <p>I can justify social media platforms chosen based on goals/needs of the organization.</p> <p>I can present a social media campaign in a group presentation.</p>



Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 17 Real Marketing PGs 498 and 502 Discussion and Critical Thinking pg. 512 Application and Cases pgs. 512 to 515
Additional Resources	<a href="#">A Deep Look into Social Media</a> (CAEducators)
	<b>Lesson 10: Social Media Project (5 Day Lesson)</b>
NJSLS	9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome. 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants. 9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications. 9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations. 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes. 9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities. 9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
Learning Objective	I can create a brand identity and Logo. I can create a personal brand identity. I can create a social media account based on brand identity.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 17 Real Marketing PGs 498 and 502 Discussion and Critical Thinking pg. 512 Application and Cases pgs. 512 to 515
Additional Resources	<a href="#">Social Media Project</a> (CAEducators)
	<b>Lesson 11: Marketing Research Introduction (2 Day Lesson)</b>
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	I can understand the importance of marketing data.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 4 Real Marketing PGs 104 and 118 Discussion and Critical Thinking pg. 126 and 127 Application and Cases pgs. 127 to 131
Additional Resources	<a href="#">Introduction to Market Research Lesson Plan</a> (Business U)
	<b>Lesson 12: Intro to Data Analytics (3 Day Lesson)</b>
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.



Learning Objective	I can explain the importance of data collection. I can explain where marketers look for data. I can explain data analytic terminology and practice.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 4 Real Marketing PGs 104 and 118 Discussion and Critical Thinking pg. 126 and 127 Application and Cases pgs. 127 to 131
Additional Resources	<a href="#">An Intro to Data Analytics Lesson Plan</a> (CAEducators)
<b>Lesson 13: The Ethics of Collecting Big Data (3 Day Lesson)</b>	
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	I can analyze the current standards of practice and discover its evolution. I can review current data regulations on a macro level. I can examine legal issues that affect business and marketing.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 4 Real Marketing PGs 104 and 118 Discussion and Critical Thinking pg. 126 and 127 Application and Cases pgs. 127 to 131
Additional Resources	<a href="#">The Ethics of Collecting Big Data</a> (CAEducators)
<b>Lesson 14: Collecting Data in the Age of Social Media (5 Day Lesson)</b>	
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	I can demonstrate an understanding of the role of ethics as it relates to marketing information using memes. I can compare and analyze data for market research. I can conduct market research using social media.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 4 and 17 Real Marketing PGs 104, 118, 498, and 502 Discussion and Critical Thinking pg. 126, 127, 498, and 502 Application and Cases pgs. 127 to 131 and 512 to 515
Additional Resources	<a href="#">Collecting Data in the Age of Social Media</a> (CAEducators)
<b>Lesson 15: Social Media Data Research Presentation (5 Day Lesson)</b>	
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	I can make connections to historical literature and present-day data collection. I can present research findings regarding social media data (followers, engagements, products, hashtags, and mentions). I can analyze and evaluate data based on social media data.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapters 4 and 17 Real Marketing PGs 104, 118, 498, and 502 Discussion and Critical Thinking pg. 126, 127, 498, and 502



	Application and Cases pgs. 127 to 131 and 512 to 515
Additional Resources	<a href="#">Social Media Data Presentation</a> (CAEducators)
	<b>Lesson 16: Conducting Market Research (10-15 Day Lesson)</b>
NJSLS	9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities. 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions. 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.
Learning Objective	Students will understand the 5-step marketing research process. Students will follow the research process to define problems and propose solutions specific to their business/product project.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 4 Real Marketing PGs 104 and 118 Discussion and Critical Thinking pg. 126 and 127 Application and Cases pgs. 127 to 131
Additional Resources	<a href="#">Conducting Market Research Lesson Plan</a> (CAEducators)



Marking Period 3	Introduction to Marketing	Grade(s)	10-12
Unit Plan Title:	Selling, Supply Chain Management, and Economics for Marketing		
Unit Overview			
In this unit, students will understand how marketing departments sell and distribute their brands through various channels. Students will use marketing information to develop goals for an organization to increase their sales activities and opportunities. By understanding the selling process, consumer behavior, a product’s features and benefits, students will learn that the marketer's job is to create customer loyalty. After learning about the nature of selling, students will be introduced to marketing channels for distribution. By analyzing a company’s marketing channel students will learn the nature of marketing channels, the marketing channel, and supply chain management.			
Essential Question(s)			
<ul style="list-style-type: none"><li>How do marketers communicate their products or services using the sender-receiver model?</li><li>How do salespeople enhance their selling potential?</li><li>How does a product or service information facilitate the selling process?</li><li>How do companies manage their marketing channels?</li><li>How do companies develop their marketing channel goals?</li><li>How do companies oversee their supply chains?</li></ul>			
Enduring Understandings			
<ul style="list-style-type: none"><li>Every aspect of marketing leads to making a sale.</li><li>Selling is one of the eight functions of marketing.</li><li>Personal selling is the process of persuading others through a direct, in-person (live or remote) presentation on the merits of a product, service, or idea, so that they might purchase it or buy-in.</li></ul>			
Assessments			
<b>Pre and Formative:</b> Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Student Portfolio of key work products. Written and reading-based homework.			
<b>Summative:</b> End of the Unit Exam			
<b>Authentic:</b> Personal Selling Project (After Lesson 8) and Supply Chain Project (End of the Marking Period)			
Guest Speaker and Field Trips			
Guest Speakers: Real Estate Agent (Weeks 1 to 5) Car Salesperson (Weeks 1 to 5) Insurance Agent (Weeks 1 to 5) Sneaker Reseller (Weeks 1 to 5) Sephora Makeup Artist (Weeks 1 to 5) Supply Chain Manager (Weeks 3 to 10)			
Deca Field Trips: Regional Leadership Conference and NYC Experience (Radio City Music Hall, NBC Studios, and Empire St. Building)			
College Field Trips: Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University			
Industry Field Trips: Car Dealership, Real Estate Agency, Insurance Agency, and Marketing Firm			
Virtual Field Trips: Amazon Career Tours and Disney Virtual Tours			
Lesson and Learning Goal/Pacing			
Lesson 1	Introduction to Selling (2 Day Lesson)		
Lesson 2	Successful Businessperson Activity (1 Day Lesson)		



<b>Lesson 3</b>	Direct Selling (Group Activity) (1 Day Lesson)
<b>Lesson 4</b>	The Selling Process Part I (2 Day Lesson)
<b>Lesson 5</b>	Selling Process Part II (4 Day Lesson)
<b>Lesson 6</b>	Selling Process Part III (2 Day Lesson)
<b>Lesson 7</b>	How Well Do You Sell (2 Day Lesson)
<b>Lesson 8</b>	Sales Process Part IV (5 Day Lesson)
<b>Lesson 9</b>	Listen Up (2 Day Lesson)
<b>Lesson 10</b>	Intro to Supply Chain Management (2 Day Lesson)
<b>Lesson 11</b>	Supply Chain Management (5 Day Lesson)
<b>Lesson 12</b>	Channel Management (5 Day Lesson)
<b>Lesson 13</b>	Using Technology in the Channel Management Function (5 Day Lesson)
<b>Lesson 14</b>	Collecting Data in the Age of Social Media (5 Day Lesson)
<b>Lesson 1: Introduction to Sales (2 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can examine the role of sales in marketing.
Teacher Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">Introduction to Sales Lesson Plan</a> (Business U) <a href="#">Additional Marketing Projects and Assignments</a>
<b>Lesson 2: Successful Businessperson (1 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can create a visual representation of a successful salesperson.
Teacher Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">Successful Business Person Activity</a> (Business U)
<b>Lesson 3: Direct Selling Lesson Plan (1 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants.



	9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can prepare and present a direct sales chart.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 404 and 419 Discussion and Critical Thinking pg. 422 Application and Cases pgs. 422 to 425
Additional Resources	<a href="#">Direct Selling Lesson</a> (Business U)
<b>Lesson 4: The Selling Process Part I (2 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can compare and contrast the steps of the selling process.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">The Selling Process Lesson Plan</a> (Business U)
<b>Lesson 5: Selling Process Part II (4 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can apply and practice various approaches and sales techniques. I can demonstrate and expand upon knowledge of the steps and sales skills. I can Analyze the 7 steps of the selling process and demonstrate each step.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">Selling Process Lesson Plan</a> (CAEducators)
<b>Lesson 6: Selling Process Part III (5 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can identify the different avenues of communication in the selling process. I can demonstrate the sender-receiver model of communication for sales. I can recognize the importance of proper spelling, grammar, and format for communication in the 21st century. I can create a product to sell in a mock sales environment.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">Can You Sell it and 21st Century Sales</a>
<b>Lesson 7: How Well Do You Sell? (2 Day Lesson)</b>	
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.



Learning Objective	I can analyze their perceptions of a brand. I can analyze the branding strategy — consumer segments, targeting, positioning and communication strategies. I can analyze the brand equity of a brand by comparing and contrasting different products.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 8 Real Marketing PGs 230 and 237 Discussion and Critical Thinking pg. 250 Application and Cases pgs. 250 to 253
Additional Resources	<a href="#">How Well Do You Sell Lesson Plan</a>
	<b>Lesson 8: Selling Process IV (5 Day Lesson)</b>
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can demonstrate selling in a mock environment by marketing and selling a product prototype. .
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 17 Real Marketing PGs 498 and 502 Discussion and Critical Thinking pg. 512 Application and Cases pgs. 512 to 515
Additional Resources	<a href="#">Selling Process IV Lesson</a>
	<b>Lesson 9: Listen Up (2 Day Lesson)</b>
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can apply listening and speaking skills in the sales process. I can create a poster by following directions.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 17 Real Marketing PGs 498 and 502 Discussion and Critical Thinking pg. 512 Application and Cases pgs. 512 to 515
Additional Resources	<a href="#">Listen Up</a>
	<b>Lesson 10: Selling Process Part V</b>
NJSLS	9.3.MK-SAL.1 Access, evaluate and disseminate sales information 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants. 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.
Learning Objective	I can demonstrate and apply the skills needed for a sales career.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Chapter 17 Real Marketing PGs 498 and 502 Discussion and Critical Thinking pg. 512 Application and Cases pgs. 512 to 515
Additional Resources	<a href="#">DECA Professional Selling Project</a> <a href="#">DECA Sales Project</a>
	<b>Lesson 11: Supply Chain Management (5-7 Day Lesson)</b>
NJSLS	9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals. 9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.



	<p>9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.</p> <p>9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.</p> <p>9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.</p>
Learning Objective	I can create a presentation on how companies procure the materials they need to manufacture and/or assemble their products.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 4</p> <p>Real Marketing PGs 104 and 118</p> <p>Discussion and Critical Thinking pg. 126 and 127</p> <p>Application and Cases pgs. 127 to 131</p>
Additional Resources	<a href="#">Supply Chain Management Introduction</a>
	<b>Lesson 12: Channel Management (5-7 Day Lesson)</b>
NJSLS	<p>9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.</p> <p>9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.</p> <p>9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.</p> <p>9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.</p> <p>9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.</p>
Learning Objective	I can select a channel distribution strategy and defend why this channel strategy is best for your business.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 4</p> <p>Real Marketing PGs 104 and 118</p> <p>Discussion and Critical Thinking pg. 126 and 127</p> <p>Application and Cases pgs. 127 to 131</p>
Additional Resources	<a href="#">Channel Management</a>
	<b>Lesson 13: Using Technology in the Channel Management Function (5-7 Day Lesson)</b>
NJSLS	<p>9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.</p> <p>9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.</p> <p>9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.</p> <p>9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.</p> <p>9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.</p>
Learning Objective	I can use technology to create a channel management system.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapter 4</p> <p>Real Marketing PGs 104 and 118</p> <p>Discussion and Critical Thinking pg. 126 and 127</p> <p>Application and Cases pgs. 127 to 131</p>
Additional Resources	<a href="#">Using Technology in the Channel Management Function</a>



	<b>Lesson 14: Collecting Data in the Age of Social Media (5 Day Lesson)</b>
NJSLS	<p>9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.</p> <p>9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.</p> <p>9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.</p> <p>9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.</p> <p>9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.</p>
Learning Objective	I can research how economics affects marketing and create a video to demonstrate how consumers are affected.
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Chapters 4 and 17</p> <p>Real Marketing PGs 104, 118, 498, and 502</p> <p>Discussion and Critical Thinking pg. 126, 127, 498, and 502</p> <p>Application and Cases pgs. 127 to 131 and 512 to 515</p>
Additional Resources	<a href="#">Economics Presentation</a>



Marking Period 4	Introduction to Marketing	Grade(s)	10-12
Unit Plan Title:	Sports, Fashion, and Marketing Plan Project		
Unit Overview			
In this unit, students will be introduced to the foundational knowledge of Sports and Fashion Marketing concepts. Sports Marketing emphasizes the tasks that can lead to a career in professional or amateur sports and sporting events where the focus is on products, branding, and promoting sports teams. Students will also learn how marketing impacts the fashion industry from a promotional, marketing, merchandising, selling, and product development standpoint. The marketing functions are incorporated throughout the unit to highlight how marketing is involved in sports, fashion, and students' everyday lives.			
Essential Question(s)			
<ul style="list-style-type: none"><li>• How do sports organizations brand their teams?</li><li>• How can an organization successfully promote products to its target market?</li><li>• How does creativity play a role in fashion?</li><li>• How are fashions evolving and changing?</li><li>• How do a fashion marketer’s decisions impact you as a consumer?</li><li>• How is a fashion product created and marketed to consumers?</li></ul>			
Enduring Understandings			
<ul style="list-style-type: none"><li>• Careers in sports marketing are ideal jobs for those who want to work in a field that allows them to combine their love of athletics with business savvy.</li><li>• All sports organizations and entertainment companies need promotions, marketing, finance, stats, and other professions for them to run effectively.</li><li>• Fashion marketing focuses on the advertisement of clothing and accessories to a specific target market.</li></ul>			
Assessments			
<p><b>Pre and Formative:</b> Daily —do now/warm-up responses. Ability to demonstrate proficiency in key unit concepts in class discussions. Student Portfolio of key work products. Shared responses to Essential Questions. Student Portfolio of key work products. Written and reading-based homework.</p> <p><b>Summative:</b> Sports Marketing Test (After Lesson 3) and Fashion Marketing Test (After Lesson 10)</p> <p><b>Authentic:</b> Dream Team Project and Marketing Plan</p>			
Guest Speaker and Field Trips			
<p><b>Guest Speakers:</b> Sports Marketer (Weeks 1 to 3) Fashion Marketer (Weeks 3 to 6) Marketing Campaign Manager (Weeks 1 to 10) Sports Agent (Weeks 1 to 3)</p> <p><b>Deca Field Trips:</b> Regional Leadership Conference and NYC Experience (Radio City Music Hall, NBC Studios, and Empire St. Building)</p> <p><b>College Field Trips:</b> Fairleigh Dickinson University, Montclair State University, Rutgers University, and William Paterson University</p> <p><b>Industry Field Trips:</b> NY Giants/Jets Stadium, New Jersey Devils, and NJ Mall</p> <p><b>Virtual Field Trips:</b> Amazon Career Tours and Disney Virtual Tours</p>			
Lesson and Learning Goal/Pacing			
Lesson 1	Careers in Marketing Research Project (3 Day Lesson)		
Lesson 2	Super Bowl Impact (1 Day Lesson)		



<b>Lesson 3</b>	The Dream Team Project (Group Activity (15 Day Lesson))
<b>Lesson 4</b>	Fashion Career Analysis (5 Day Lesson)
<b>Lesson 5</b>	Create Your Clothing Line (5 Day Lesson)
<b>Lesson 6</b>	Fashion Cad (5 Day Lesson)
<b>Lesson 7</b>	What's Your Style (5 Day Lesson)
<b>Lesson 8</b>	Fashion Line Prototype (5 Day Lesson)
<b>Lesson 9</b>	Design and Market a Necktie (10 Day Lesson)
<b>Lesson 10</b>	Marketing Plan (10 Day Lesson)
<b>Lesson 1: Careers in Marketing Research Project (3 Day Lesson)</b>	
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can research careers in Sports and Entertainment Marketing and create a presentation on one career.
Teacher Materials	Principles of Marketing, Kotler and Armstrong 2018: Appendix 3 pg. 631
Additional Resources	<a href="#">Careers in Sports Marketing</a> <a href="#">Careers in Sports Marketing Video</a> <a href="#">How I Turned my Marketing Job into a Sports Marketing Agency</a> <a href="#">How to Land a Job in Sports and Entertainment Marketing</a> <a href="#">Sports and Entertainment Marketing Projects</a> <a href="#">Additional Marketing Projects and Assignments</a>
<b>Lesson 2: Super Bowl Impact (1 Day Lesson)</b>	
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.



	<p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can examine the impact the Super Bowl has on the hosting city.
Teacher Materials	Principles of Marketing, Kotler and Armstrong 2018 Chapter 8 pgs. 218 to 253
Additional Resources	<a href="#">Super Bowl Impact Activity</a> <a href="#">How Brands Market for the Super Bowl</a> <a href="#">Super Bowl Marketing Stats and Trends</a>
<b>Lesson 3: The Dream Team Project (15 Day Lesson)</b>	
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can design a team website and logo.</p> <p>I can create a team schedule, business card, VIP or Press Pass.</p> <p>I can design a magazine advertisement.</p> <p>I can develop a social media campaign for a sports team.</p>
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018 Chapter 7 pgs. 186 to 217 Chapter 8 pgs. 218 to 253



	Chapter 10 pgs. 282 to 305 Chapter 14 pgs. 398 to 425 Chapter 15 pgs. 426 to 453
Additional Resources	<a href="#">The Dream Team Project</a> <a href="#">DECA Sports Marketing and Entertainment Decision Making Case Study</a>
	<b>Lesson 4: Fashion Career Analysis (5 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities. 9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. 9.3.MK.6 Select, monitor and manage sales and distribution channels. 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome. 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
Learning Objective	I can conduct a detailed analysis of career options in the fashion industry by researching actual careers available at the current time.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Appendix 3 pg. 631
Additional Resources	<a href="#">Careers in Fashion Marketing Activities</a> <a href="#">Fashion Careers: Guide to Fashion Marketing</a> <a href="#">How to Make it in the Fashion Marketing Industry</a>
	<b>Lesson 5: Create Your Clothing Line (5 Day Lesson)</b>
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities. 9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. 9.3.MK.6 Select, monitor and manage sales and distribution channels. 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.



	9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
Learning Objective	I can develop and produce creative and innovative fashion apparel prototypes. I can analyze various fashion designs and trends to incorporate into their original apparel prototypes.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018 Chapter 7 pgs. 186 to 217 Chapter 8 pgs. 218 to 253 Chapter 10 pgs. 282 to 305 Chapter 14 pgs. 398 to 425 Chapter 15 pgs. 426 to 453
Additional Resources	<a href="#">Create Your Clothing Line</a> <a href="#">Fashion Marketing Resources</a>
<b>Lesson 6: Fashion CAD (5 Day Lesson)</b>	
NJSLS	9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. 9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities. 9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations. 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. 9.3.MK.6 Select, monitor and manage sales and distribution channels. 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value. 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities. 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome. 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.
Learning Objective	I can analyze various sportswear apparel designs to incorporate and create original sportswear apparel. I can create Tech Packs or blueprints of their original sportswear apparel for potential production.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018 Chapter 7 pgs. 186 to 217 Chapter 8 pgs. 218 to 253 Chapter 10 pgs. 282 to 305 Chapter 14 pgs. 398 to 425 Chapter 15 pgs. 426 to 453
Additional Resources	<a href="#">Fashion Cad Lesson</a> <a href="#">Fashion Marketing Resources</a> <a href="#">Fashion Tech Pack</a> . <a href="#">How to Create a Tech Pack in Excel</a>
<b>Lesson 7: What's Your Style? (5 Day Lesson)</b>	



NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can research fashion from the 1950's to present to compare the factors which influence the changes in styles during each period.</p> <p>I can use information and communication technologies to gather and analyze information related to the impact of technology and media on fashion and trends.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">What's Your Style Lesson Plan</a></p> <p><a href="#">Fashion Marketing Resources</a></p> <p><a href="#">Apparel and Accessories</a></p>
<b>Lesson 8: Fashion Line Prototype (5 Day Lesson)</b>	
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p>



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can create an artistic product from an original sketch.</p> <p>I can develop a tech pack document with specific details related to their Illustrator graphic and apparel prototype.</p> <p>I can create a final apparel prototype with specific production instructions in a tech pack document with specific details and instructions for manufacturing and production.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">Product Prototype</a></p> <p><a href="#">Fashion Marketing Resources</a></p>
	<b>Lesson 9: Design and Market a Necktie (10 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can design and market a necktie to a target market.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018
Additional Resources	<p><a href="#">Design and Market a Necktie</a></p> <p><a href="#">Fashion Marketing Resources</a></p>
	<b>Lesson 10: Marketing Plan/Marketing Campaign (10 to 12 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p>



	<p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can differentiate between successful and unsuccessful marketing strategies and start brainstorming their Shark Tank product / service.</p> <p>I can develop and write a business marketing plan with their shark tank groups.</p> <p>I can select from a variety of options to develop their "pitch" presentation for their product / service.</p> <p>I can present my pitch to a panel of "sharks," in hopes of the Sharks investing in my product or service.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Appendix 1 pg. 603</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">Marketing Plan Project</a></p> <p><a href="#">DECA Marketing Campaign</a></p>
	<b>Lesson 1: Careers in Marketing Research Project (3 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p>



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can research careers in Sports and Entertainment Marketing and create a presentation on one career.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018: Appendix 3 pg. 631
Additional Resources	<a href="#">Careers in Sports Marketing</a> <a href="#">Careers in Sports Marketing Video</a> <a href="#">How I Turned my Marketing Job into a Sports Marketing Agency</a> <a href="#">How to Land a Job in Sports and Entertainment Marketing</a> <a href="#">Sports and Entertainment Marketing Projects</a> <a href="#">Additional Marketing Projects and Assignments</a>
	<b>Lesson 2: Super Bowl Impact</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can examine the impact the Super Bowl has on the hosting city.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018 Chapter 8 pgs. 218 to 253
Additional Resources	<a href="#">Super Bowl Impact Activity</a> <a href="#">How Brands Market for the Super Bowl</a> <a href="#">Super Bowl Marketing Stats and Trends</a>
	<b>Lesson 3: The Dream Team Project (15 Days)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p>



	<p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can design a team website and logo.</p> <p>I can create a team schedule, business card, VIP or Press Pass.</p> <p>I can design a magazine advertisement.</p> <p>I can develop a social media campaign for a sports team.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">The Dream Team Project</a></p> <p><a href="#">DECA Sports Marketing and Entertainment Decision Making Case Study</a></p>
<b>Lesson 4: Fashion Career Analysis</b>	
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can conduct a detailed analysis of career options in the fashion industry by researching actual careers available at the current time.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Appendix 3 pg. 631</p>
Additional Resources	<p><a href="#">Careers in Fashion Marketing Activities</a></p> <p><a href="#">Fashion Careers: Guide to Fashion Marketing</a></p>



	<a href="#">How to Make it in the Fashion Marketing Industry</a>
	<b>Lesson 5: Create Your Clothing Line (5 Days)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can develop and produce creative and innovative fashion apparel prototypes.</p> <p>I can analyze various fashion designs and trends to incorporate into their original apparel prototypes.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">Create Your Clothing Line</a></p> <p><a href="#">Fashion Marketing Resources</a></p>
	<b>Lesson 6: Fashion CAD</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p>



	<p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can analyze various sportswear apparel designs to incorporate and create original sportswear apparel.</p> <p>I can create Tech Packs or blueprints of their original sportswear apparel for potential production.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<p><a href="#">Fashion Cad Lesson</a></p> <p><a href="#">Fashion Marketing Resources</a></p> <p><a href="#">Fashion Tech Pack</a>.</p> <p><a href="#">How to Create a Tech Pack in Excel</a></p>
	<b>Lesson 7: What's Your Style? (5 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can research fashion from the 1950's to present to compare the factors which influence the changes in styles during each period.</p> <p>I can use information and communication technologies to gather and analyze information related to the impact of technology and media on fashion and trends.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>



Additional Resources	<a href="#">What's Your Style Lesson Plan</a> <a href="#">Fashion Marketing Resources</a> <a href="#">Apparel and Accessories</a>
	<b>Lesson 8: Fashion Line Prototype (5 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can create an artistic product from an original sketch.</p> <p>I can develop a tech pack document with specific details related to their Illustrator graphic and apparel prototype.</p> <p>I can create a final apparel prototype with specific production instructions in a tech pack document with specific details and instructions for manufacturing and production.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<a href="#">Product Prototype</a> <a href="#">Fashion Marketing Resources</a>
	<b>Lesson 9: Design and Market a Necktie (10 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p>



	<p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	I can design and market a necktie to a target market.
Teacher/Student Materials	Principles of Marketing, Kotler and Armstrong 2018
Additional Resources	<a href="#">Design and Market a Necktie</a> <a href="#">Fashion Marketing Resources</a>
	<b>Lesson 10: Marketing Plan/Marketing Campaign (10 to 12 Day Lesson)</b>
NJSLS	<p>9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.</p> <p>9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p>9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.</p> <p>9.3.MK.6 Select, monitor and manage sales and distribution channels.</p> <p>9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.</p>
Learning Objective	<p>I can differentiate between successful and unsuccessful marketing strategies and start brainstorming their Shark Tank product / service.</p> <p>I can develop and write a business marketing plan with their shark tank groups.</p> <p>I can select from a variety of options to develop their "pitch" presentation for their product / service.</p> <p>I can present my pitch to a panel of "sharks," in hopes of the Sharks investing in my product or service.</p>
Teacher/Student Materials	<p>Principles of Marketing, Kotler and Armstrong 2018: Appendix 1 pg. 603</p> <p>Chapter 7 pgs. 186 to 217</p> <p>Chapter 8 pgs. 218 to 253</p> <p>Chapter 10 pgs. 282 to 305</p> <p>Chapter 14 pgs. 398 to 425</p> <p>Chapter 15 pgs. 426 to 453</p>
Additional Resources	<a href="#">Marketing Plan Project</a> <a href="#">DECA Marketing Campaign</a>