**Course**

Foundations of Supply Chain Management

**Objectives**

* Students will define *marketing* and the role it plays in supplychain
* Students will describe the core functions of marketing—focusing on channel management (distribution)
* Students will examine core functions of marketing by creating a promotional and selling campaign for a new food item
* Students will examine the marketing mix and the 4 P’s of marketing and utilize this information to explore the integration of product supply and demand

**TN State Standards**

*Supply Chain as a Component of Marketing*

10) Define the term marketing. Describe each core function of marketing (i.e., channel management, marketing information management, market planning, pricing, product service management, promotion, and selling).

11) Examine the marketing mix and the 4 Ps of marketing (product, place, price, and promotion). Describe how supply chain management relates to the 4Ps of marketing. Explain how supply chain management is affected by and can affect supply and demand equilibriums. Utilize Microsoft Office programs to compile and present findings via a formal presentation complete with slideshows and charts as visuals.

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**Essential Questions**

* What is marketing? Why is marketing necessary for business success?
* How can marketing influence consumer purchasing decisions?
* How does supply chain management relate to marketing?
* What are some factors that can impact consumer demand and/or business supply?

**Duration**

2 weeks

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| ACTIVITIES | | | |
| **Assignment** | **Due**  **Date** | **Date Completed** | **Grade** |
| Marketing and the Supply Chain PPT |  |  |  |
| Glossary: Marketing and the Supply Chain |  |  |  |
| Activity: Core Functions of Marketing |  |  |  |
| Project: Economic Utility Story Board |  |  |  |
| Project: Marketing a New Energy Drink |  |  |  |
| Reading: *Marketing Excellence – Zara* |  |  |  |
| Activity: Marketing Mix for Nike |  |  |  |
| Activity: Demand/Supply Integration Across the Supply Chain |  |  |  |
| Project: Marketing Dippin’ Dots Cereal |  |  |  |
| Activity: Integrated Marketing Communications |  |  |  |
| Project: Create a DECA Campaign with IMC |  |  |  |
| Unit Exam: Marketing and the Supply Chain |  |  |  |

**\* All activities and PowerPoint are located on my website (bkavass.weebly.com) \***