

MARKETING CONCEPTS UNIT

**Course**

Intro to Business and Marketing

**Objectives**

* Define marketing and its importance for business
* Examine the seven functions of marketing
* Utilize the marketing mix to develop a new product
* Analyze types of advertising and social media to reach potential customers
* Explain the importance of marketing research in making business decisions
* Conduct market research and present data for your Popcorn Business Development

**TN State CTE Standards – Marketing Concepts**

19) Define the term marketing, and describe the seven functions of marketing (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling). Citing examples of prominent or local companies’ marketing campaigns, argue for the importance of marketing as part of a business’s strategy to increase revenue.

20) Describe the components of the marketing mix (i.e., price, product, promotion, and place). Investigate the launch of a new product or service; research how the company employed the marketing mix to aid in the launch; then create a presentation highlighting successes, challenges, and lessons learned. Additionally, critique the company’s strategies and suggest alternative ideas for future campaigns, following the principles of the marketing mix.

21) Define advertising and list types of media that business use to reach potential customers. Analyze sample advertisements, describe the purpose of the ads, and evaluate the decision regarding which medium (TV, radio, social media, billboard, magazine, newspaper, or other) was chosen in terms of market reach.

22) Define marketing research and explain the importance of marketing research in making business decisions. Conduct a short research project following the basic marketing research process: (1) define the problem to be researched, (2) design a survey instrument, (3) collect and tabulate data, (4) interpret findings, and (5) make recommendations for solving the identified problem. Draw on data generated from the survey to supply evidence for the proposed recommendations; demonstrate the ability to use and manipulate pivot tables to illustrate different ways of presenting and grouping data. Prepare a chart to be utilized in a mock marketing management meeting, displaying data in a graphic format based on one or more of the tables, and present as evidence alongside recommendations. Example projects include determining the demand for an expanded school lunch menu, or gauging interest in the development of a new neighborhood park.

**Essential Questions**

* What is the purpose of marketing?
* How does a company determine their strategies to implement a sound marketing mix?
* How can effective advertising aid in sales and company recognition?
* Why is marketing research important in making business decisions—from product development to production to sales?

**Duration**

(6) weeks

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| **ACTIVITIES** |
| **Assignment** | **Due****Date** | **Date Completed** | **Grade** |
| Marketing Concepts PowerPoint |  |  |  |
| Glossary: Marketing Concepts |  |  |  |
| Activity: Sell Yourself |  |  |  |
| Reading: *Brand Marketing Through the Coronavirus Crisis* |  |  |  |
| Activity: Functions of Marketing Graphic Organizer |  |  |  |
| Project: Economic Utility Storyboard |  |  |  |
| Activity: Marketing Mix for a New Juice |  |  |  |
| Activity: Forms of Promotion |  |  |  |
| Activity: Promotional Messages |  |  |  |
| Reading: *Marketing Excellence—Zara*  |  |  |  |
| Activity: Remix the Marketing Mix Music Video Parody |  |  |  |
| Activity: Channels of Distribution |  |  |  |
| Activity: Integrated Marketing Communications |  |  |  |
| Project: IMC and DECA |  |  |  |
| Activity: Advertising Techniques |  |  |  |
| Activity: Examples of Types of Media |  |  |  |
| Activity: Types of Internet Media Graphic Organizer |  |  |  |
| Project: Popcorn Business Development—Advertising |  |  |  |
| Activity: Comparison of Methods of Data Collection |  |  |  |
| Project: Popcorn Business Development—Market Research |  |  |  |
| Unit Exam: Marketing Concepts |  |  |  |

**\* All activities and PowerPoint are located on bkavass.weebly.com under Intro to Business and Marketing \***