

Curriculum at a Glance
Technology, Engineering, STEM, Business and Computers
9-12 Marketing

Marketing is a strategic process of planning and executing the conception, pricing, promotion, and distribution of goods and services to create exchanges that satisfy consumer and organizational objectives. Students will learn the role of marketing in society and within a firm. They will understand consumer and organizational markets, marketing strategy planning, the marketing mix, and marketing research. Through its development and management of products, services, and ideas, marketing is fundamental to the successful functioning and profitability of any business, large or small.

Unit Name/Description	Content and/or Skills
Marketing Concepts	<ul style="list-style-type: none"> ● To be a successful marketer, students will understand the marketing skills, marketing core functions and the basic tools of marketing.
Importance of Marketing	<ul style="list-style-type: none"> ● Students will understand that marketing provides the means for competition to take place in the market place forcing efficiency and responsiveness to customers.
Foundations of Marketing	<ul style="list-style-type: none"> ● The term market refers to all the people who might buy a product. ● The marketing mix is a combination of elements used to sell a product to a specific target market, such as product, price, place, and promotion
Marketing Planning	<ul style="list-style-type: none"> ● Students will create a marketing plan for a chosen industry and further develop how a company looks at itself and the world around it to reach its goals.
Marketing Segmentation	<ul style="list-style-type: none"> ● Students will understand the key to marketing is knowing your customer or target market through studying demographics. ● Students identify target markets utilizing market segmentation.