



**Business and Sports Marketing (Master)**

Teacher: Jeanne Fisher

**May 20XX**


Content	Skills	Learning Targets	Assessment	Resources & Technology
<p><b>CEQ: WHAT IS MARKETING?</b>  <b>UEQ:</b>                      •What is a market?                      •What are the 4 P's of marketing?                      •What are marketing strategies?  <b>A. Marketing Concepts</b>                      1. Marketing and the marketing concept                      2. Marketing fundamentals                      3. Market segmentation  </p>	<p><b>A. Marketing Concepts</b>                      1. Describe the scope of marketing.                      2. Identify the marketing functions.                      3. Explain the marketing concept.                      4. Describe how marketers use knowledge to sell products                      5. Identify consumer and organization markets                      6. Explain the importance of target markets                      7. Explain how each component of the marketing mix contributes to successful marketing                      8. Explain the concept of market segmentation                      9. Analyze a target market                      10. Identify</p>	<p><b>A. Marketing Concepts</b>                      LT1. I can describe the scope of marketing.                      LT2. I can identify the marketing functions.                      LT3. I can explain the marketing concept.                      LT4. I can describe how marketers use knowledge to sell products                      LT5. I can identify consumer and organization markets                      LT6. I can explain the importance of target markets                      LT7. I can explain how each component of the marketing mix contributes to successful marketing                      LT8. I can explain the concept of market</p>	<p><b>A. Marketing Concepts</b>                      CFA= What's Up With These Ads?                      CSA= Marketing Concepts Test</p>	<p><b>A. Marketing Concepts</b>                      Marketing Essentials, Glencoe Textbook                      Chapters: 1-1, 1-3, 2-2                        Vocabulary: marketing, goods, services, marketing concept, market, consumer market, organizational market, target market, customer profile, marketing mix, market segmentation, demographics, psychographics, geographics, mass marketing</p>


<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•What is market research?</li> <li>•How do you conduct market research?</li> </ul> <p><b>B. Market Research.</b></p> <ol style="list-style-type: none"> <li>1. Market Research</li> <li>2. Qualitative and qualitative research</li> <li>3. Research process.</li> <li>4. Secondary and primary research. </li> </ol>	<p>mass marketing</p> <p><b>B. Market Research</b></p> <ol style="list-style-type: none"> <li>1. Define market research.</li> <li>2. Distinguish between qualitative and quantitative research.</li> <li>3. List the research process.</li> <li>4. Summarize secondary and primary research.</li> </ol>	<p>segmentation</p> <p>LT9. I can analyze a target market</p> <p>LT10. I can identify mass marketing</p> <p><b>B. Market Research</b></p> <p>LT1. I can define market research.</p> <p>LT2. I can distinguish between qualitative and quantitative research.</p> <p>LT3. I can list the research process.</p> <p>LT4. I can summarize secondary and primary research.</p>	<p><b>B. Market Research</b></p> <p>CFA= Secondary Research Project</p> <p>CSA= Market Research Test</p>	<p><b>B. Market Research</b></p> <p>Marketing Essentials, Glencoe Textbook Chapters: 28-1, 29-1</p> <p>Vocabulary: marketing research, marketing information system, database marketing, database managment, primary data, secondary data, survey method, sample, observaton method, point-of-sale, empermental method, data analysis</p>
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**October 2018**

Content	Skills	Learning Targets	Assessment	Resources & Technology
<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•How are products developed?</li> <li>•What is the product life cycle?</li> <li>•What are product lines and mixes?</li> </ul> <p><b>Product Development</b></p> <ol style="list-style-type: none"> <li>1. Product development</li> <li>2. Sustaining product sales</li> </ol> 	<p><b>C. Product Development</b></p> <ol style="list-style-type: none"> <li>1. Define product planning.</li> <li>2. Identify product mix strategies.</li> <li>3. Identify product lines by width and depth.</li> <li>4. List new product development steps.</li> <li>5. Classify product life cycle stages.</li> </ol>	<p><b>C. Product Development</b></p> <ol style="list-style-type: none"> <li>1. I can define product planning.</li> <li>2. I can identify product mix strategies.</li> <li>3. I can identify product lines by width and depth.</li> <li>4. I can list new product development steps.</li> <li>5. I can classify product life cycle stages.</li> </ol>	<p><b>C. Product Development</b></p> <p>CFA= Product Project CSA= Product Development Test</p>	<p><b>C. Product Development</b></p> <p>Chapter: Chapter 30</p> <p>Video: The Paradox of Progress, IZZIT</p> <p>DVD: <i>Tucker</i>, new product challenges</p> <p>Vocabulary: product planning, product mix, product line, product item product width, product depth, prototype, product modification, product life cycle, product positioning</p>

<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•What are brands and what role do they play in marketing?</li> <li>•What is licencing and what role does it play in marketing?</li> <li>•What are sports sponsorships and endorsements?</li> </ul> <p><b>E. Brands and Licensing</b></p> <p>1. Branding </p>	<p><b>E. Brands and Licensing</b></p> <ol style="list-style-type: none"> <li>1. Explain the concepts of branding and brand equity.</li> <li>2. Discuss the types of brands.</li> <li>3. Discuss product licensing and how licensed goods are merchandised.</li> <li>4. Explain the importance of sports sponsorships and endorsements.</li> </ol>	<p><b>E. Brands and Licensing</b></p> <ol style="list-style-type: none"> <li>1. I can explain the concepts of branding and brand equity.</li> <li>2. I can discuss the types of brands.</li> <li>3. I can discuss product licensing and how licensed goods are merchandised.</li> <li>4. I can explain the importance of sports sponsorships and endorsements.</li> </ol>	<p><b>E. Brands and Licensing</b></p> <p>CFA= Create a Brand Project</p> <p>CSA= Branding Test</p>	<p><b>E. Brands and Licensing</b></p> <p>Marketing Concepts Marketing Essentials, Glencoe Textbook Chapter 31.1</p> <p>Vocabulary: brand, brand name, trade name, brand mark, trade character, trademark, national brands, private distributor brands, generic brands, brand extension, brand licensing, mixed brand, co-branding</p>
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<p>UEQ:          •How are products sold?          •What are the selling steps?</p> <p><b>Personal Selling</b>          1. Prepare for sale.          2. Initiate the sale.          3. Present the product.          4. Close the sale. 💰</p> <p>UEQ:          •How do you plan for marketing a product?</p> <p><b>Market Planning</b>          1. SWOT Analysis          2. Marketing Plan 📄</p> <p>UEQ:          •What is sports marketing?</p> <p><b>Sports Marketing</b>          1. Marketing through sports 🏆</p>	<p><b>Personal Selling</b>          1. Develop a sales plan.          2. Initiate the sale.          3. Present the product.          4. Close the sale.</p> <p><b>Market Planning</b>          1. Develop a SWOT Analysis          2. Develop Marketing Plan</p> <p><b>Sports Marketing</b>          1. Relate marketing terms to sports          2. Describe sports marketing careers.</p>	<p><b>Personal Selling</b>          LT1. I can develop a sales plan.          LT2. I can initiate the sale.          LT3. I can present the product.          LT4. I can close the sale.</p> <p><b>Market Planning</b>          LT1. I can develop a SWOT Analysis          LT2. I can develop Marketing Plan</p> <p><b>Sports Marketing</b>          LT1. I can relate marketing terms to sports          LT2. I can describe sports marketing careers.</p>	<p><b>Personal Selling</b>          CFA= Sales Plan Simulation          CSA= Personal Sales Role Play</p> <p><b>Market Planning</b>          CFA=SWOT Analysis Project          CSA=Market Plan</p> <p><b>Sports Marketing</b>          CSA: Final Project Hometown Sports Team Project, using sports marketing to culminate the marketing concepts learned during the course</p>	<p><b>Personal Selling</b>          Chapters: 14-2, 15-1</p> <p>Show segments of movie: <i>Tommy Boy</i> on selling strategies</p> <p>Vocabulary: cold call, rapport, objections, features, closing the sale</p> <p><b>Market Planning</b>          Chapter: 2-1</p> <p>Vocabulary: SWOT Analysis, PEST Analysis, marketing plan, executive summary</p> <p><b>Sports Marketing</b>          Movie: <i>Moneyball</i>, on sports marketing</p>
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