

Advanced Marketing

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Content	Skills	Learning Targets	Assessment	Resources & Technology
<p>CEQ: • WHAT IS PROMOTION, PLACE AND PRICE?</p> <p>UEQ:</p> <ul style="list-style-type: none"> <i>What is promotion?</i> <p>Promotion 1. Promotion mix 2. Promotion types </p> <p>UEQ:</p>	<p>Promotion</p> <ol style="list-style-type: none"> 1. Explain the role of promotion in business and marketing 2. Identify types of promotion 3. Distinguish between public relations and publicity 4. Explain the elements of a news release 5. Describe the concept of promotional mix 6. Define sales promotion 7. Explain the use of promotional tie-ins, trade sale promotions and loyalty marketing programs 	<p>Promotion</p> <p>LT1. I can explain the role of promotion in business and marketing</p> <p>LT2. I can identify types of promotion</p> <p>LT3. I can distinguish between public relations and publicity</p> <p>LT4. I can explain the elements of a news release</p> <p>LT5. I can describe the concept of promotional mix</p> <p>LT6. I can define sales promotion</p> <p>LT7. I can explain the use of promotional tie-ins, trade sale promotions and loyalty marketing programs</p>	<p>Promotion</p> <p>CFA= Promotion Project CSA= Chapter 17 Promotion Test</p>	<p>Text: <i>Marketing Essentials</i>, Glencoe</p> <p>Promotion Chapter 17</p> <p>Vocabulary: promotion, advertising, direct marketing, social media, sales promotion, public relations, publicity, push/pull policies, coupons, premiums, incentives, promotional tie-ins, promotional tie-ins</p> <p>DVD: <i>Back to the Future</i>, product placement</p>

<p>•<i>What is advertising?</i></p> <p>Advertising</p> <ol style="list-style-type: none"> Advertising media Advertising campaign 	<p>Advertising</p> <ol style="list-style-type: none"> Explain the concept and purpose of advertising in the promotional mix Identify the different types of advertising media Discuss planning and selection of media Discuss how media campaigns are developed Explain the role of an advertising agency 	<p>Advertising</p> <p>LT1. I can explain the concept and purpose of advertising in the promotional mix</p> <p>LT2. I can identify the different types of advertising media</p> <p>LT3. I can discuss planning and selection of media</p> <p>LT4. I can discuss how media campaigns are developed</p> <p>LT5. I can explain the role of an advertising agency</p>	<p>Advertising</p> <p>CFA= Advertising Project</p> <p>CSA= Chapter Advertising Test</p>	<p>Advertising</p> <p>Chapter 19.1. 20.1</p> <p>Vocabulary: advertising, promotional advertising, institutional advertising, media, print media, transit advertising, broadcast media, internet advertising, podcast, blogs, specialty media, media planning, advertising planning, advertising agencies, logotype, headline, copy. illustration, signature, slogan</p>
<p>UEQ:</p> <p>•<i>What are channels of distribution?</i></p> <p>Channels of Distribution</p> <ol style="list-style-type: none"> Distribution Distribution planning 	<p>Channels of Distribution</p> <ol style="list-style-type: none"> Explain the concept of channel of distribution Identify channel members Compare different channels of distribution Explain distribution planning Name and describe the three levels of distribution intensity Explain the effect of the Internet on distribution 	<p>Channels of Distribution</p> <p>LT1. I can explain the concept of channel of distribution</p> <p>LT2. I can identify channel members</p> <p>LT3. I can compare different channels of distribution</p> <p>LT4. I can explain distribution planning</p> <p>E5. I can name and describe the three levels of distribution intensity</p>	<p>Channels of Distribution</p> <p>CFA= Distribution Project</p> <p>CFA= Channels of Distribution Chapter 21 test</p>	<p>Channels of Distribution</p> <p>Chapter 21</p> <p>Vocabulary: channel of distribution, intermediaries, wholesalers, rack jobbers, drop shippers, retailers, brick and mortar stores, e-tailing, agents, direct distribution, indirect distribution, exclusive distribution, integrated distribution, selective distribution, intensive</p>

<p>UEQ: •<i>What is pricing?</i> Price planning 1. Price planning issues 2. Price planning factors</p>  <p>UEQ: •<i>What are marketing careers?</i> Marketing Careers 1. Market career research</p>	<p>planning 7. Describe the challenges of international distribution planning</p> <p>Price Planning 1. Recognize the different forms of pricing 2. Explain the importance of pricing 3. List the goals of pricing 4. Differentiate between market share and market position 5. List the four market factors that affect price planning</p>	<p>LT6. I can explain the effect of the Internet on distribution planning LT7. I can describe the challenges of international distribution planning</p> <p>Price Planning LT1. I can recognize the different forms of pricing LT2. I can explain the importance of pricing LT3. I can list the goals of pricing LT4. I can differentiate between market share and market position LT5. I can list the four market factors that affect price planning</p>	<p>Price Planning CFA= Pricing Project CSA= Chapter 25 Test</p>	<p>distribution, e-marketplace</p> <p>Video: When Horses Fly, IZZIT & Film: <i>Joy</i></p> <p>Price Planning Chapter 25</p> <p>Vocabulary: price, return on investment, market share, market position, break-even point, demand elasticity, diminishing marginal utility, price fixing, price discrimination, unit pricing, loss leader</p>
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<p>UEQ: •<i>What is physical distribution?</i></p> <p>Physical Distribution </p>	<p>Physical Distribution</p> <ol style="list-style-type: none"> 1. Identify transportation systems and services that move products from manufacturers to consumers 2. Name the different kinds of transportation service companies 3. Explain the concept and function of inventory storage. 4. Identify the types of warehouses. 	<p>Physical Distribution</p> <p>LT1. I can identify transportation systems and services that move products from manufacturers to consumers</p> <p>LT2. I can name the different kinds of transportation service companies</p> <p>LT3. I can explain the concept and function of inventory storage.</p> <p>LT4. I can identify the types of warehouses.</p>	<p>Physical Distribution</p> <p>CFA= Distribution Project</p> <p>CSA= Chapter 22 Test</p>	<p>Physical Distribution</p> <p>Chapter 22</p> <p>Vocabulary: physical distribution, transportation, common carriers, contract carriers, private carriers, exempt carriers, ton mile, carload, freight forwarders</p>
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