

Cocalico School District
Year-at-a-Glance - Curriculum Overview

Department: Business

Course: Marketing

Grade Level: 10th - 12th

Big Ideas

- The 4 P's of the Marketing Mix and how each component directly and indirectly impacts a company's marketing strategy
- The Power of influencers, content marketing, social media, customer service in relation to a product's economic success
- The Seven Functions of Marketing, how those functions impact and change with domestic and international events, and how they are incorporated into a firm's Marketing Plan.

Units of Study	% of Course Time	Textbooks & Supplemental Materials	Assessments	Standards Addressed
<ul style="list-style-type: none"> • Marketing Fundamentals 	15%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • PowerPoint • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Personal Brand PowerPoint 	<ul style="list-style-type: none"> • 15.4.12 A,B, F, Q, K-M • 15.9.12 A-M
<ul style="list-style-type: none"> • Marketing as a Profession 	10%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • Google • MS Word • Kahoot 	<ul style="list-style-type: none"> • Career paper • Marketing article #1 	<ul style="list-style-type: none"> • 15.2.12 A-D, J-Q • 15.4.12 A,B, F, Q, K-M • 15.3.12 A, C-Q, S-X
<ul style="list-style-type: none"> • Marketing Mix 	10%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Marketing Mix project 	<ul style="list-style-type: none"> • 15.4.12 A,B, F, Q, K-M • 15.9.12 A-M
<ul style="list-style-type: none"> • Consumer Behavior 	15%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • YouTube • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Marketing article #2 • Consumer Behavior project 	<ul style="list-style-type: none"> • 15.3.12 A, C-Q, S-X • 15.4.12 A,B, F, Q, K-M
<ul style="list-style-type: none"> • Social Media 	15%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • YouTube • iMovie • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Marketing article #3 • Social Media iMovie 	<ul style="list-style-type: none"> • 15.3.12 A, C-Q, S-X • 15.4.12 A,B, F, Q, K-M
<ul style="list-style-type: none"> • Marketing Technology 	15%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • YouTube • PowerPoint • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Marketing article #4 • Marketing Technology PowerPoint 	<ul style="list-style-type: none"> • 15.4.12 A,B, F, Q, K-M • 15.7.12 A-E, G, I-O • 15.9.12 A-M
<ul style="list-style-type: none"> • Marketing Plan 	20%	<ul style="list-style-type: none"> • Principles of Marketing BE Publishing • MS Word • Google • iMovie • PowerPoint • Kahoot 	<ul style="list-style-type: none"> • Unit Test • Marketing Plan project • Marketing Plan iMovie 	<ul style="list-style-type: none"> • 15.1.12 B, J, K, L, N, T • 15.4.12 A,B, F, Q, K-M • 15.5.12 B-L • 15.7.12 A-E, G, I-O • 15.8.12 D-G, J, K • 15.9.12 A-M

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Eagle P.A.C.T. Course Connections:

Students will learn very quickly that communication is a core pillar of Marketing, not only between a company and the public, but also between departments in an organization. This class provides opportunities for students to collaborate with peers to formulate solutions to various issues that companies may face and to take these issues and convert them into positive outcomes. They will also understand why it is crucial for companies to adapt to an ever-changing and sensitive society.