

FOLSOM CORDOVA UNIFIED SCHOOL DISTRICT



Advanced Marketing

Board Approval Date: November 21, 2019	Course Length: 2 Semesters
Grading: A-F	Credits: 5 Credits per Semester
Proposed Grade Level(s): 11, 12	Subject Area: Elective Elective Area (if applicable): Career Technical Education
Prerequisite(s): Principles of Marketing	Co-requisite(s): N/A
CTE Sector/Pathway: Marketing, Sales & Service / Marketing	
Intent to Pursue 'A-G' College Prep Status: Yes	
A-G Course Identifier: (g) College-preparatory elective	
Graduation Requirement: No	
Course Intent: District Course Program (if applicable): CTE	

COURSE DESCRIPTION:

Advanced Marketing is a second year marketing course focused on communication, technology, business plans and entrepreneurship as it relates to government regulations, globalization, competition, consumer behavior, and market research.

DETAILED UNITS OF INSTRUCTION:

Unit Number/Title	Unit Essential Questions	Examples of Formative Assessments	Examples of Summative Assessment
1. Review of Basic Marketing Concepts	What is marketing? What are the core functions? What is marketing mix? How does marketing impact business operations and decisions?	*Students will take notes on marketing core functions and the marketing mix *Students will evaluate scenarios and determine what part of the marketing mix is being demonstrated *Students, as a group, will investigate a business and identify the core functions of marketing in a presentation to the class	*Students will take on the role of a Marketing Director and write an encouraging email to all marketing employees *The email will explain how the marketing department is vital to business operations and decisions, using core functions and marketing mix examples
2. International and Internet Marketing	When marketing Internationally, what should be considered? How is online marketing developed?	*Create a list of considerations needed to market internationally *Students will present to the class on how various businesses market online	*Given a case study of an international marketing failure, students will identify what was missing *Students develop an internet marketing proposal for a local organization utilizing at least three modes of customer contact
3. Government Regulations, Social Responsibility & Ethics	What is the impact of government on private business?	*List and explain five roles the government plays in a private enterprise system *Students will research and present on how a specific company is socially responsible and exhibits ethical practices	*Create a fictitious business. Evaluate, and document what government regulations would apply to that business and develop a plan for the business to be socially responsible and ethically (giving specific examples)
4. Branding	What is a brand? What is the importance of branding? How are brands protected?	*Student will identify popular brands they encounter on a regular basis *Activity: Define: names, logos, slogans, types of brands, and protections *Explore case studies on	*Students will develop their own brand, complete with logo and slogan for their fictitious company *Groups will investigate and present on different

		ineffective brands and explain why the brand was considered a failure	protections or policies related to brands
5. Promotional Mix	What is promotional mix and how is it used by a business to promote products?	*Take notes on the promotional mix lectures, videos and discussions *Review case studies and identify/explain promotional mix in the study	*Create promotional materials and plan activities in promotional mix for their fictitious business
6. Consumer Behavior, Target Markets, Market Segmentation & Market Research	How can market research help a business predict consumer behavior? How do businesses use target markets and market segmentation to make business decisions?	*In teams, review and present examples of failures due to lack of market research *Explore ways to conduct market research *Practice identifying target markets and segments	*Students conduct their own market research for their fictitious company, identify their target market, and segmentation
7. Strategic Planning, Mission Statements, Marketing Strategy and Marketing Plan	Why are mission statements important to an organization? What are the basic elements of a marketing plan? What are popular marketing strategies used in businesses?	*List and explain basic elements of a marketing plan *Explain methods for conducting company analysis and use those methods to create an analysis of a given company	*Create a marketing plan for a fictitious company
8. Business Plan	What is the purpose of a business plan? What are the components of a business plan?	*List the main parts of a business plan *Create an organizational plan for a fictitious company	*Students will use the results from previous assignments to create a business plan for a fictitious company

ESSENTIAL STANDARDS:

A1.0 Demonstrate an understanding of business fundamentals, uses and application of technologies, communications, and basic management functions.

A2.0 Demonstrate an understanding of basic economic concepts, economic systems, cost-profit relationships, economic indicators and trends, as well as international concepts.

A3.0 Demonstrate the importance of legal, ethical and financial issues in business marketing decisions.

A4.0 Implement the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business marketing decisions.

A5.0 Demonstrate an understanding of the nature and scope of the product/service management function, quality assurance, product mix, positioning, and other market product considerations.

A6.0 Demonstrate an understanding of the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.

A7.0 Demonstrate an understanding of product and institutional promotion through advertising, publicity/public relations, promotional sales, and e-commerce, using product, services, images, and ideas to achieve a desired outcome.

A8.0 Demonstrate an understanding of the process of establishing and communicating the value or cost of goods and services, the nature and scope of pricing concepts, and the strategies and outcomes of pricing.

RELEVANT STANDARDS AND FRAMEWORKS, CONTENT/PROGRAM SPECIFIC STANDARDS:

Link to Common Core Standards (if applicable):

Educational standards describe what students should know and be able to do in each subject in each grade. In California, the State Board of Education decides on the standards for all students, from kindergarten through high school.

<https://www.cde.ca.gov/be/st/ss/documents/finalelaccssstandards.pdf>

Link to Framework (if applicable):

Curriculum frameworks provide guidance for implementing the content standards adopted by the State Board of Education (SBE). Frameworks are developed by the Instructional Quality Commission, formerly known as the Curriculum Development and Supplemental Materials Commission, which also reviews and recommends textbooks and other instructional materials to be adopted by the SBE.

Link to Subject Area Content Standards (if applicable):

Content standards were designed to encourage the highest achievement of every student, by defining the knowledge, concepts, and skills that students should acquire at each grade level.

<https://www.cde.ca.gov/ci/ct/sf/documents/ctescrpflyer.pdf>

<https://www.cde.ca.gov/ci/ct/sf/documents/mktsalesservices.pdf>

Link to Program Content Area Standards (if applicable):

Program Content Area Standards applies to programs such as International Baccalaureate, Advanced Placement, Career and Technical Education, etc.

<https://www.cde.ca.gov/ci/ct/sf/documents/mktsalesservices.pdf>

TEXTBOOKS AND RESOURCE MATERIALS:

Textbooks

Board Approved	Pilot Completion Date (If applicable)	Textbook Title	Author(s)	Publisher	Edition	Date
		<i>N/A</i>				

Other Resource Materials

Supplemental Materials

Board approved supplemental materials (Including but not limited to: Film Clips, Digital Resources, Supplemental texts, DVDs, Programs (Pebble Creek, DBQ, etc.):

N/A

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