

Marketing 3 & 4
Scope & Sequence: Year 2

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
<p>Technical Standards: 7.0, 9.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><u>Unit 1</u></p> <p>Role of Leadership and Professional Skills</p> <ul style="list-style-type: none"> Identify goals of a marketing plan. Compare and contrast leadership and management styles. <p>Technical Standards: 4.0, 6.0 Professional Standards: 1.0, 5.0</p> <p><u>Unit 2</u></p> <p>Analyze Market Mix for Existing Company</p> <ul style="list-style-type: none"> Identify Marketing Mix strategies. Explain the components of a promotional mix. <p>Technical Standards: 5.0 Professional Standards: 1.0, 5.0</p> <p><u>Unit 3</u></p> <p>Point of Sale (POS) and Policies</p> <ul style="list-style-type: none"> Examine selling concepts. Maintain customer relations. <p>*CTSO Fall Leadership Conference</p>	<p>Technical Standards: 3.0, 5.0, 9.0 Professional Standards: 4.0, 5.0</p> <p><u>Unit 4</u></p> <p>Connecting to Customers</p> <ul style="list-style-type: none"> Analyze consumer behaviors. Analyze consumer characteristics and motivations. Evaluate customer relations. Differentiate between customers and their needs. <p>Technical Standards: 2.0, 6.0, 8.0 Professional Standards: 1.0, 5.0</p> <p><u>Unit 5</u></p> <p>Power of Promotion</p> <ul style="list-style-type: none"> Define elements of promotion & the marketing mix. Describe purpose of sales promotions. Describe stages of product life cycle. <p>Technical Standards: 1.0, 10.0 Professional Standards: 3.0, 5.0, 9.0</p> <p><u>Unit 6</u></p> <p>Importance of Price</p> <ul style="list-style-type: none"> Explain price and perceived qualify. Explain price elasticity. 	<p>Technical Standards: 3.0, 4.0, 8.0, 9.0 Professional Standards: 5.0, 6.0</p> <p><u>Unit 7</u></p> <p>Understanding Customer Behaviors</p> <ul style="list-style-type: none"> Analyze customer perceptions Explain impact of brands. Describe the purpose of sales promotions. <p>Technical Standards: 5.0, 10.0 Professional Standards: 1.0, 5.0</p> <p><u>Unit 8</u></p> <p>Professional Selling</p> <ul style="list-style-type: none"> Describe selling process. Explain sales contracts. Interpret financial statements. Analyze and forecast future sales. <p>Technical Standards: 3.0, 9.0, 8.0 Professional Standards: 5.0</p> <p><u>Unit 9</u></p> <p>The Changing Marketplace</p> <ul style="list-style-type: none"> Analyze generation characteristics. Evaluate corporate social responsibility & sustainability. <p>*CTSO State Conference *Technical Skills Assessment Industry Certification Testing</p>	<p>Technical Standards: 1.0 Professional Standards: 5.0, 9.0</p> <p><u>Unit 10</u></p> <p>Going Global</p> <ul style="list-style-type: none"> Describe the impact of marketing on global economies. Analyze impact of global influences on prices. <p>Technical Standards: 5.0, 6.0, 7.0, 10.0 Professional Standards: 3.0, 5.0</p> <p><u>Unit 11</u></p> <p>Shark Tank/Marketing Plan</p> <ul style="list-style-type: none"> Differentiate among marketing plans. Identify components of a marketing plan objective. Develop a marketing plan. <p>Technical Standards: 1.0, 10.0 Professional Standards: 5.0, 9.0</p> <p><u>Unit 12</u></p> <p>Financials</p> <ul style="list-style-type: none"> Describe benefits of personal financial literacy. Describe financial stability. Discuss financial institutions. Examine financial practices in marketing.