

**Marketing 1 & 2**  
**Scope & Sequence: Year 1**

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
<p>Technical Standards: 1.0, 2.0, 4.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 1</u></b></p> <p><b>The 4 Ps of Marketing</b></p> <ul style="list-style-type: none"> <li>Explore 4 Ps of marketing.</li> <li>Basic marketing scope, roles, competition.</li> <li>Define/analyze elements of marketing mix, functions of marketing.</li> <li>Compare/contrast legal vs. ethical marketing practices.</li> <li>Explore economic principles and concepts in marketing.</li> </ul> <p>Technical Standards: 2.0, 4.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 2</u></b></p> <p><b>Seven Functions of Marketing</b></p> <ul style="list-style-type: none"> <li>Define &amp; apply the functions of marketing.</li> <li>Differentiate among sales channels.</li> </ul> <p>Technical Standards: 2.0, 3.0, 8.0 Professional Standards: 2.0, 5.0, 6.0, 7.0</p> <p><b><u>Unit 3</u></b></p> <p><b>Identify Target Markets</b></p> <ul style="list-style-type: none"> <li>Identify value of economic utilities, technology in marketing decisions.</li> <li>Design target customer market</li> </ul>	<p>Technical Standards: 7.0, 9.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 4</u></b></p> <p><b>Explore the SWOT analysis</b></p> <ul style="list-style-type: none"> <li>Explain nature of gathering consumer information.</li> <li>Differentiate between internal and external customers and their needs.</li> </ul> <p>Technical Standards: 1.0, 2.0, 5.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 5</u></b></p> <p><b>Buying Motives</b></p> <ul style="list-style-type: none"> <li>Describe personal financial literacy and the economy.</li> <li>Investigate competition.</li> <li>Describe personal selling.</li> <li>Explore features and benefits.</li> </ul> <p>Technical Standards: 2.0, 6.0, 8.0 Professional Standards: 1.0, 5.0, 7.0</p> <p><b><u>Unit 6</u></b></p> <p><b>Functions &amp; Components of Promotion</b></p> <ul style="list-style-type: none"> <li>Define &amp; apply functions of marketing.</li> <li>Explain the role of promotion.</li> <li>Explain scope of distribution and channels.</li> </ul>	<p>Technical Standards: 1.0, 2.0, 3.0, 7.0, 8.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 7</u></b></p> <p><b>Competing in a Global Market</b></p> <ul style="list-style-type: none"> <li>Analyze global influences on price.</li> <li>Describe wide scope of marketing.</li> <li>Describe personal values and cultural difference with buying behavior.</li> <li>Assess data mining to identify new customers.</li> <li>Discuss consumer laws.</li> </ul> <p>Technical Standards: 4.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 8</u></b></p> <p><b>Branding &amp; Packaging</b></p> <ul style="list-style-type: none"> <li>Explain impact of brands</li> <li>Examine packaging</li> <li>Analyze generation buying decisions</li> </ul> <p>Technical Standards: 3.0, 4.0, 8.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>Unit 9</u></b></p> <p><b>Distribution &amp; Sales Channels</b></p> <ul style="list-style-type: none"> <li>Identify evolving technologies and sales.</li> </ul>	<p>Technical Standards: 2.0 Professional Standards: 2.0, 4.0, 5.0, 7.0, 8.0</p> <p><b><u>UNIT 10</u></b></p> <p><b>Ethics and Law</b></p> <ul style="list-style-type: none"> <li>Compare &amp; contrast legal vs ethical marketing practices.</li> </ul> <p>Technical Standards: 6.0 Professional Standards: 2.0, 5.0, 7.0</p> <p><b><u>UNIT 11</u></b></p> <p><b>Building a Professional Pitch and Professional Skills Training</b></p> <ul style="list-style-type: none"> <li>Analyze components of marketing campaigns.</li> <li>Describe purpose of sales promotions.</li> </ul> <p>Technical Standards: 1.0 Professional Standards: 2.0, 5.0, 8.0</p> <p><b><u>UNIT 12</u></b></p> <p><b>Unit Name: Economics</b></p> <ul style="list-style-type: none"> <li>Describe factors that affect economic decision-making.</li> <li>Determine how economic conditions affect marketing.</li> </ul>

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profile. <ul style="list-style-type: none"> <li>• Explain market segmentation.</li> <li>• Explore logistics.</li> <li>• Describe new product/service development.</li> <li>• Describe product life cycle.</li> </ul> <i>*CTSO Fall Leadership Conference</i>		<ul style="list-style-type: none"> <li>• Differentiate between sales channels.</li> <li>• Explain distribution &amp; channels.</li> </ul> <i>*CTSO State Conference</i>	