Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Warmups: Yes No Pre-Test Grade:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Trends: \_\_\_\_ / 5 Cause Marketing: \_\_\_\_ / 10**

**Unit One: Understand marketing, market planning, and foundation of marketing-information management**

**1.01:** Understand marketing’s role and functions in business to facilitate economic exchanges with customers

* Marketing, Marketing concept, goods, services, ideas, three elements of the marketing concept, benefits of marketing in our society, the seven functions of marketing, distribution, financing, selling, promotion, marketing information management, & pricing
* Seven Functions foldable notes & Comic Strip Activity
* Group Functions Activity
  + Write the function at the top
  + Define from PowerPoint / Book / LAP
  + Define in own terms so that a teenager understands it
  + Draw a supporting picture
  + Draw a different picture that supports function
  + Draw a third picture that reinforces both definitions listed.
  + On the 7th rotation your group will develop a skit for the function in front of you. Skit should be two minutes or less.
* Name that function quiz

**1.02: Understand career opportunities in marketing to make career decisions.**

* Understand the following marketing careers:
  + Marketing research, Advertising, Product management, Distribution/Warehousing, Sales, Retailing, Service marketing, Customer service, Public relations
* Short-term Goal, Long-term goal, customer service, Associates Degree, Bachelors Degree, Masters Degree, Doctorate, Resume
* Create a PowerPoint, Poster, Classified Ad, Flier, or Brochure advertising a specific Marketing career
  + Career will be assigned at random in class
  + [www.careercruising.com](http://www.careercruising.com) Username: Plymouth Password: Canton

**1.04**: Employ marketing-information to develop a marketing plan

* Marketing Mix, Price, Place, Product, Promotion, goals, strategies, tactics, market, target market, mass marketing, marketing segments, market segmentation, demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation.
* Marketing Mix (4 P’s) Create a product for a classmate based on their needs & wants
* Market Segmentation Project
  + PowerPoint of Ardrey Kell’s Target Market

**1.05**: Acquire foundational knowledge of marketing-information management to understand its nature and scope.

* Vocabulary: facts, estimates, predictions, relationships, marketing information, request and complaint reports, lost sales reports, call reports, and activity reports
* Understand the types of internal & external information that companies use to assess the marketplace