

**HOPATCONG BOROUGH SCHOOLS
BUSINESS/MARKETING CP
GRADES 11-12
SEPTEMBER 2006**

TITLE OF COURSE
BUSINESS/MARKETING CP
2006

COURSE DESCRIPTION: (The course description sets the parameters, scope and sequence for the course:

This course will prepare students for more advanced courses in business and for advanced study in the specialized areas of marketing, retailing and sales. The business component is designed to provide the student with an overview of critical business functions. Topics include forms of business ownership, legal aspects of business, human resource management, finance, marketing, accounting, management information systems and international business. The marketing component is an introduction to the basic principals and practices in industrial, consumer and international marketing. Topics include product development, pricing, distribution and promotion.

CORE CURRICULUM CONTENT STANDARDS: (Quoted from state document)

Standards and Strands

There are two technological literacy standards, each of which has a number of lettered strands.

The standards and strands include:

8.1 Computer and Information Literacy

A. Basic Computer Tools and Skills

- Keyboarding
- Word processing
- Internet usage
- Spreadsheets
- Database concepts and usage
- Publications and presentations

B. Application of Productivity Tools

- Social Aspects
- Information Access and Research
- Problem Solving

8.2 Technology Education

- A. Nature and Impact of Technology
- B. Design Process and Impact Assessment
- C. Systems in the Designed World

CUMULATIVE PROGRESS INDICATORS: (Quoted from state document)

By the end of Grade 4, students will:

A. Basic Computer Skills and Tools

1. Use basic technology vocabulary.
2. Use basic features of an operating system (e.g., accessing programs, identifying and selecting a printer, finding help).
3. Input and access text and data, using appropriate keyboarding techniques or other input devices.
4. Produce a simple finished document using word processing software.
5. Produce and interpret a simple graph or chart by entering and editing data on a prepared spreadsheet template.
6. Create and present a multimedia presentation using appropriate software.
7. Create and maintain files and folders.
8. Use a graphic organizer.
9. Use basic computer icons.

B. Application of Productivity Tools

Social Aspects

1. Discuss the common uses of computer applications and identify their advantages and disadvantages.
2. Recognize and practice responsible social and ethical behaviors when using technology, and understand the consequences of inappropriate use including:
 - Internet access
 - Copyrighted materials
 - On-line library resources
 - Personal security and safety issues
3. Practice appropriate Internet etiquette.
4. Recognize the ethical and legal implications of plagiarism of copyrighted materials.

Information Access and Research

5. Recognize the need for accessing and using information.
6. Identify and use web browsers, search engines, and directories to obtain information to solve real world problems.
7. Locate specific information by searching a database.
8. Recognize accuracy and/or bias of information.

Problem Solving and Decision Making

9. Solve problems individually and/or collaboratively using computer applications.

10. Identify basic hardware problems and solve simple problems.

Building upon knowledge and skills gained in preceding grades, by the end of Grade 8, students will:

A. Basic Computer Skills and Tools

1. Use appropriate technology vocabulary.
2. Use common features of an operating system (e.g., creating and organizing files and folders).
3. Demonstrate effective input of text and data, using touch keyboarding with proper technique.
4. Input and access data and text efficiently and accurately through proficient use of other input devices, such as a mouse.
5. Create documents with advanced text-formatting and graphics using word processing.
6. Create a file containing customized information by merging documents.
7. Construct a simple spreadsheet, enter data, and interpret the information.
8. Design and produce a basic multimedia project.
9. Plan and create a simple database, define fields, input data, and produce a report using sort and query.
10. Use network resources for storing and retrieving data.
11. Choose appropriate electronic graphic organizers to create, construct, or design a document.
12. Create, organize and manipulate shortcuts.

B. Application of Productivity Tools

Social Aspects

1. Demonstrate an understanding of how changes in technology impact the workplace and society.
2. Exhibit legal and ethical behaviors when using information and technology, and discuss consequences of misuse.
3. Explain the purpose of an Acceptable Use Policy and the consequences of inappropriate use of technology.
4. Describe and practice safe Internet usage.
5. Describe and practice “etiquette” when using the Internet and electronic mail.

Information Access and Research

6. Choose appropriate tools and information resources to support research and solve real

world problems, including but not limited to:

- On-line resources and databases
 - Search engines and subject directories
7. Evaluate the accuracy, relevance, and appropriateness of print and non-print electronic information sources.

Problem Solving and Decision Making

8. Use computer applications to modify information independently and/or collaboratively to solve problems.
9. Identify basic hardware problems and demonstrate the ability to solve common problems.
10. Determine when technology tools are appropriate to solve a problem and make a decision.

Building upon knowledge and skills gained in preceding grades, by the end of Grade 12, students will:

A. Basic Computer Skills and Tools

1. Create a multi-page document with citations using word processing software in conjunction with other tools that demonstrates the ability to format, edit, and print. Create documents including a resume and a business letter using professional format.
3. Construct a spreadsheet, enter data, use mathematical or logical functions to manipulate and process data, generate charts and graphs, and interpret the results.
4. Given a database, define fields, input data from multiple records, produce a report using sort and query, and interpret the data.
5. Produce a multimedia project using text, graphics, moving images, and sound.
6. Produce and edit page layouts in different formats using desktop publishing and graphics software.
7. Develop a document or file for inclusion into a website or web page.
8. Discuss and/or demonstrate the capability of emerging technologies and software in the creation of documents or files.
9. Merge information from one document to another.

B. Application of Productivity Tools

Social Aspects

1. Describe the potential and implications of contemporary and emerging computer applications for personal, social, lifelong learning, and workplace needs.
2. Exhibit legal and ethical behaviors when using information and technology, and discuss consequences of misuse.
3. Make informed choices among technology systems, resources, and services in a variety of contexts.
4. Use appropriate language when communicating with diverse audiences using computer and information literacy.

Information Access and Research

5. Select and use specialized databases for advanced research to solve real world problems.
6. Identify new technologies and other organizational tools to use in personal, home, and/or work environments for information retrieval, entry, and presentation.
7. Evaluate information sources for accuracy, relevance, and appropriateness.
8. Compose, send, and organize e-mail messages with and without attachments.

Problem-Solving and Decision Making

9. Create and manipulate information, independently and/or collaboratively, to solve problems and design and develop products.
10. Identify, diagnose, and suggest solutions for non-functioning technology systems.
11. Identify a problem in a content area and formulate a strategy to solve the problem using brainstorming, flowcharting, and appropriate resources.
12. Integrate new information into an existing knowledge base and communicate the results in a project or presentation.

SUGGESTED ACTIVITIES THAT ADDRESS THESE STANDARDS MAY INCLUDE BUT ARE NOT LIMITED TO: (Arrange by standard)

PART ONE - MARKETING AND ITS ENVIRONMENT

AN OVERVIEW OF STRATEGIC MARKETING

Defining Marketing

1. Marketing Focuses on Customers
2. Marketing Deals with Products, Distribution, Promotion, and Price
3. Marketing Builds Satisfying Exchange Relationships
4. Marketing Occurs in a Dynamic Environment

Understanding the Marketing Concept

1. Evolution of the Marketing Concept
2. Implementing the Marketing Concept

Managing Customer Relations

Value-Driven Marketing

Marketing Management

The Importance of Marketing in Our Global Economy

1. Marketing Costs Consume a Sizable Portion of Buyers Dollars
2. Marketing Is Used in Nonprofit Organizations
3. Marketing is Important to Business and Economy
4. Marketing Fuels Our Global Economy
5. Marketing Knowledge Enhances Consumer Awareness
6. Marketing Connects People Through Technology

7. Socially Responsible Marketing Can Promote the Welfare of Customers and Society
8. Marketing Offers Many Exciting Career Prospects

STRATEGIC PLANNING

Understanding the Strategic Planning Process

Assessing Organizational Resources and Opportunities

Establishing an Organizational Mission and Goals

Developing Corporate and Business-Unit Strategies

1. Corporate Strategies
2. Business-Unit Strategy

Developing a Marketing Strategy

1. Target Market Selection
2. Creating the Marketing Mix

Creating the Marketing Plan

1. Components of the Marketing Plan
2. Using the Marketing Plan

THE MARKETING ENVIRONMENT

Examining and Responding to the Marketing Environment

1. Environmental Scanning and Analysis
2. Responding to Environmental Forces

Competitive Forces

1. Types of Competition
2. Types of Competitive Structures
3. Monitoring Competition

Economic Forces

1. Economic Conditions
2. Buying Power
3. Willingness to Spend

Political Forces

Legal and Regulatory Forces

1. Pro-competitive Legislation
2. Consumer Protection Legislation

SOCIAL RESPONSIBILITY AND ETHICS IN MARKETING

The Nature of International Marketing

Environmental Forces in International Markets

1. Cultural, Social, and Ethical Forces
2. Economic Forces
3. Political and Legal Forces
4. Technological Forces

Regional Trade Alliances, Markets, and Agreements

1. The North American Free Trade Agreement (NAFTA)
2. The European Union

International Involvement

1. Importing and Exporting
2. Trading Companies
3. Licensing and Franchising

Customization -Versus Globalization of International Marketing Strategies

PART TWO – BUYER BEHAVIOR AND TARGET MARKET SELECTION

MARKETING RESEARCH AND INFORMATION SYSTEM

The Importance of Marketing Research

The Marketing Research Process

1. Locating and Defining Problems or Research Issues
2. Designing the Research Project
3. Collecting Data
4. Interpreting Research Findings
5. Reporting Research Findings

Using Technology to Improve Marketing

Information Gathering and Analysis

1. Marketing Information Systems
2. Databases
3. Marketing Decision Support Systems
4. The Internet and Online Information Services

Issues in Marketing Research

1. The Importance of Ethical Marketing Research
2. International Issues in Marketing Research

TARGET MARKETS: SEGMENTATION AND EVALUATION

What Are Markets?

1. Requirements of a Market
2. Types of Markets

Target Market Selection Process

Step 1: Identify the Appropriate Targeting

Strategy

1. Undifferentiated Strategy
2. Concentrated Strategy Through Market Segmentation
3. Differentiated Strategy Through Market Segmentation

Step 2: Determine Which Segmentation

Variables to Use

1. Variables for Segmenting Consumer Markets
2. Variables for Segmenting Business Markets

Step 3: Develop Market Segment Profiles

Step 4: Evaluate Relevant Market Segments

1. Sales Estimates
2. Competitive Assessment
3. Cost Estimates
4. Competitive Assessment
5. Cost Estimates

Step 5: Select Specific Target Markets

Developing Sales Forecasts

1. Executive Judgment
2. Surveys
3. Time Series Analysis
4. Regression Analysis
5. Market Tests
6. Using Multiple Forecasting Methods

Level of Involvement and Consumer Problem

Solving Processes

Consumer Buying Decision Process

1. Perception
2. Motives
3. Learning
4. Attitudes
5. Personality and Self-Concepts
6. Lifestyles

Social Influences on the Buying Decision Process

1. Roles
2. Family Influences
3. Reference Groups and Opinion Leaders
4. Social Classes
5. Culture and Subcultures

BUSINESS MARKETS AND BUYING BEHAVIOR

Business Markets

1. Producer Markets
2. Reseller Markets

Dimensions of Marketing to Business customers

1. Characteristics of Transactions with Business Customers
2. Methods of Business Buying
3. Demand for Business Products

Business Buying Decisions

Using Industrial Classifications Systems

PART THREE – PRODUCT DECISIONS

PRODUCT CONCEPTS

What is a Product?

Classifying Products

1. Consumer Products
2. Business Products

Product Line and Product Mix

Product Life Cycles and Marketing Strategies

1. Introduction

2. Maturity
3. Decline

Product Adoption Process

Why some Products Fail and Others Succeed

DEVELOPING AND MANAGING PRODUCTS

Managing Existing Products

1. Line Extensions
2. Product Modification

Developing New Products

1. Idea Generation
2. Screening

Production Differentiation Through Quality, Design, and Support Services

1. Product Quality
2. Product Design and Features
3. Product Support Services

Product Positioning and Repositioning

Product Deletion

Organizing to Develop and Manage Products

BRANDING AND PACKAGING

Branding

1. Value of Branding
2. Brand Loyalty
3. Brand Equity
4. Types of brands
5. Selecting a Brand Name
6. Brand Licensing

Packaging

1. Packaging Functions
2. Major Packaging Considerations
3. Packaging and Marketing Strategies

SERVICES MARKETING

The Nature and Importance of Services

Characteristics of Services

1. Intangible
2. Inseparability of Production and Consumption
3. Perishable
4. Heterogeneity
5. Customer Contact

Developing and Managing Marketing Mixes for Services

1. Development of Services
2. Distribution of Services
3. Promotion of Services

4. Pricing of Services

Service Quality

1. Customer Evaluation of Service Quality
2. Delivering Exceptional Service Quality

PART FOUR – DISTRIBUTION DECISIONS

MARKETING CHANNELS AND SUPPLY CHAIN MANAGEMENT

The Nature of Marketing Channels

1. Marketing Channels Create Utility
2. Marketing Channels Facilitate Exchange Efficiencies
3. Marketing Channels Form a Supply Chain

Types of Marketing Channels

1. Channels for Consumer Products
2. Channels for Business Products

Intensity of Market Coverage

1. Intensive Distribution
2. Selective Distribution
3. Exclusive Distribution

Supply Chain Management

1. Channel Leadership, Cooperation, and Conflict
2. Channel Integration

Legal Issues in channel Management

1. Dual Distribution
2. Restricted Sales Territories
3. Tying Agreements

WHOLESALE AND PHYSICAL DISTRIBUTION

The Nature of Wholesaling

1. Services Provided by Wholesalers
2. Types of Wholesalers

The Nature of Physical Distribution

1. Physical Distribution Objectives
2. Functions of Physical Distribution
3. Strategic Issues in Physical Distribution

RETAILING

The Nature of Retailing

Major Types of Retail Stores

1. General-Merchandise Retailers
2. Specialty Retailers

Non-store Retailing

1. Direct Selling
2. Direct Marketing
3. Automatic Vending

Franchising

1. Major Types of Retail Franchise
2. Advantages and Disadvantages of Franchising

Strategic Issues in Retailing

1. Location of retail Stores
2. Retail Positioning
3. Store Image
4. Scrambled Merchandising
5. The Wheel of Retailing

PART FIVE – PROMOTION DECISIONS

INTEGRATED MARKETING COMMUNICATIONS

The Nature of Integrated Marketing Communications

The Role of Promotion

Promotion and the Communication Process

Objectives of Promotion

1. Create Awareness
2. Stimulate Demand
3. Encourage Product
4. Identify Prospects
5. Retain Loyal Customers
6. Facilitate Reseller Support
7. Combat Competitive Promotional Effort
8. Reduce Sales Fluctuation

The Promotion Mix

1. Advertising
2. Personal Selling
3. Public Relations
4. Sales Promotion

Selecting Promotion Mix Elements

1. Promotional Resources, Objectives, and Policies

Criticisms and Defenses of Promotion

1. Is Promotion Deceptive
2. Does Promotion Increase Prices?
3. Does Promotion Create Needs?

ADVERTISING AND PUBLIC RELATIONS

The Nature and Types of Advertising

Developing an Advertising Campaign

1. Identify and Analyzing the Target Audience
2. Defining the Advertising Objective
3. Creating the Advertising Platform
4. Determining the Advertising Appropriation

Who Develops the Advertising Campaign?

Public Relations

PERSONAL SELLING AND SALES PROMOTION

The Nature of Personal Selling

Elements of the “Personal Selling Process

1. Prospecting
2. Pre-approach
3. Approach
4. Making the Presentation
5. Closing the Sale

Types of Sales People

1. Order Getters
2. Order Takers
3. Support Personnel

Management of the Sales Force

1. Establishing Sales Force Objectives
2. Determining Sales force Size
3. Recruiting and Selecting Salespeople
4. Training Sales Personnel
5. Motivating Salespeople

The Nature of Sales Promotion

Sales Promotion Opportunities and Limitations

Sales Promotion Methods

1. Consumer Sales Promotion Method

PART SIX – PRICING DECISIONS

PRICING CONCEPTS

The Nature of Price

1. Terms Used to Describe Price
2. The Importance of Price to Marketers

Price and Nonprice Competition

1. Price Competition
2. Nonprice Competition

Analysis of Demand

1. The demand Curve
2. Demand Fluctuations
3. Assessing Price Elasticity of Demand

Demand, Cost, and Profit Relationships

1. Marginal Analysis
2. Breakeven Analysis

Factors Affecting Pricing Decisions

1. Organizational and Marketing Objectives
2. Types of Pricing Objectives
3. Costs
4. Competition
5. Legal and Regulatory Issues

Pricing for Business Markets

1. Price Discounting
2. Geographic Pricing
3. Transfer Pricing

SETTING PRICES

Development of Pricing Objectives

1. Survival
2. Profit
3. Return on Investment
4. Market Share
5. Cash Flow
6. Status Quo
7. Product Quality

Assessment of the Target Market's Evaluation of Price

Evaluation of competitor's Prices

Selection of a Basis for Pricing

1. Cost-Based Pricing
2. Demand-Based Pricing
3. Competition-Based Pricing

Selection of a Pricing Strategy

1. Differential Pricing
2. New-Product Pricing
3. Product-Line Pricing
4. Promotional Pricing

PART SEVEN – IMPLEMENTATION AND ELECTRONIC MARKETING

MARKETING IMPLEMENTATION AND CONTROL

The Marketing Implementation Process

1. Problems in Implementation Market Activities
2. Components of Marketing Implementation
3. Approaches to Marketing Implementation

Organizing Marketing Activities

1. The Role of Marketing in an Organization's Structure
2. Alternatives to Organizing the Marketing Unit

Implementing Marketing Activities

1. Motivating Marketing Personnel
2. Communicating Within the Marketing Unit
3. Coordinating Marketing Activities
4. Establishing a Timetable for Implementation

Controlling Marketing Activities

1. Establishing Performance Standards
2. Evaluating actual Performance
3. Taking Corrective Action
4. Problems in Controlling Marketing Activities

Methods of Evaluating Performance

- 1. Sales Analysis**
- 2. Marketing Cost Analysis**
- 3. The Marketing Audit**

MARKETING ON THE INTERNET

The Dynamic Nature of Electronic Marketing

Basic Characteristics of Electronic Marketing

1. Addressability
2. Interactivity
3. Memory
4. Control
5. Accessibility
6. Digitalization

e-Marketing Strategy

1. Target Markets
2. Product Consideration
3. Distribution Consideration
4. Promotion Consideration
5. Pricing Consideration

INSTRUCTIONAL STRATEGIES:

Marketing Concepts and Strategies is a comprehensive exploration of the principles and theories on which the field of marketing is based.

Expanded coverage of customer relationship management is introduced in Chapter 1 and integrated throughout the text at appropriate discussion points. CRM examines how companies acquire customer-related information and how they use it to develop long-term relationships with customers. CRM examines how companies use various sources, including the Internet, to better understand their customers.

Presentation of the latest understanding and role of information technology. Information technology managers rank customer relationship management as their most important issue. New innovations such as streaming video, wireless communication, and the expansion of broadband continue to provide new marketing opportunities. This coverage is integrated into the text at appropriate discussion points in chapters 1,3,6 and 23.

Additional information on products. The decline and maturity topics concerning the product life cycle are more detailed. There is expanded discussion regarding three general objectives during the maturity stage: to generate cash flow, to maintain share of market, and to increase share of customer. Coverage of packaging considerations in terms of color and redesign is extensively enhanced.

Extended coverage of social responsibility. The concepts include marketing in developing countries and in organizations that have goals other than profit and that are

“environment-friendly.” Other aspects presented include stakeholder orientation and strategic philanthropy.

Emphasis on the correlation between technology and people. To be competitive, companies perform marketing functions using today’s technology. However, to be successful, technical operations must be executed to satisfy the needs of people, management, employees, and customers. Information technology has a strong impact on marketing communications between markets and customer: customer relationship management, business-to-business marketing, viral marketing, and Internet Surveys and purchases. When personnel understand and effectively use technology there is greater employee satisfaction and teamwork. This technology can, though, create conflict between manufacturers and intermediaries.

Political and legal issue. Students are brought current on information such as the Children’s Online Privacy Act, political action committees, illegal competitive trade practices, and intellectual property rights.

Illustrations and examples. All color advertisements from well-known firms are employed to illustrate chapter topics. Experiences of real-world companies are used to exemplify marketing concepts and strategies throughout the text. Over three-quarters of these examples are new; the others are updated or considerably expanded.

Online Chapter 24. Coverage of e-marketing has been significantly revised and rewritten to reflect current trends including the latest perspectives on the future of e-marketing and the demise of the dot-coms. Because this chapter is published on the text’s website rather than in the printed textbook, continual to update will go throughout the life of the edition.

Part One: Marketing and Its Environment

6. An Overview of Strategic Marketing
7. Strategic Planning
8. The Marketing Environment
9. Social Responsibility and Ethics in Marketing
10. Global Markets and International Marketing

Part Two: Buyer Behavior and Target Market Selection

11. Marketing Research and Information Systems
12. Target Markets: Segmentation and Evaluation
13. Consumer Buying Behavior
14. Business Markets and Buying Behavior

Part Three: Product Decisions

15. Product Concepts
16. Developing and Managing Products
17. Branding and Packaging
18. Services Marketing

Part Four: Distribution Decisions

19. Marketing Channels and Supply Chain Management

20. Wholesaling and Physical Distribution
21. Retailing

Park Five Promotion Decisions

22. Integrated Marketing Communications
23. Advertising and Public Relations
24. Personal Selling and Sales Promotion

Part Six: Pricing Decisions

25. Pricing Concepts
26. Setting Prices

Part Seven: Implementation and Electronic Marketing

27. Marketing Implementation
28. Marketing on the Internet

EVALUATION/ASSESSMENT OF STUDENTS:

29. Important Terms/Vocabulary
30. Discussion and Review Questions
31. Application Questions
32. Internet Exercise & Resources
33. Video Cases
34. Study Guide
35. Tests
36. Quizzes
37. Transparencies
38. Web Quests
39. Internet Projects
40. Rubric
41. Work Sheets

EVALUATION/ASSESSMENT OF CURRICULUM:

This course of study will be evaluated/assessed by instructional staff during the first year of implementation for the purpose of necessary revision at the end of the first year. In addition, this course of study will be reviewed according to the Five-Year Curriculum Review schedule (see attached).

RESOURCES/BIBLIOGRAPHY:

Ekstrom G. and Justiss M. (2006). Fashion Marketing, The McGraw Hill Companies Inc. Ca.

Pride M., William and Ferrell O. C. (2003). Marketing Concepts and Strategies, (Text-Twelfth Edition), Houghton Mifflin Company, Boston – New York.

Pride M., William and Ferrell O. C. (2003). Marketing Concepts and Strategies, (Study Guide Work Book-Twelfth Edition), Houghton Mifflin Company, Boston – New York.

Transparencies (2003). Upper Saddle River, NJ <http://www.prenhall.com>