


































































































Marketing Management Curriculum Map

Unit Plans	GPS	Academic Standards	Time	MarkEd Learning Activity Package (LAP)	Suggested Instructional Activities, Materials, Notes
<p> Unit 1: Global Marketing</p> <p> Unit 1: Global Marketing</p>	AM-1 f-k	ELA12W1 SSEF2 SSEF4 SSEF5 SSEMA1 SSEIN1 SSEMA5	6 HRS.	<p>LAP-EC-018 Make the Most of It (Productivity)</p> <p>LAP-EC-003 Lose, Win, or Draw (Business Risk)</p> <p>LAP-EC-011 It's the Law (Supply and Demand)</p> <p>LAP-EC-004 Beyond US (International Trade)</p> <p>Check website for cost-recovery pricing.</p>	<p> Company Analysis for International Marketing Project</p> <p> Company Analysis for International Marketing Rubric</p> <p> The Global Marketplace PP</p> <p> The Global Marketplace Note-taking Guide</p> <p> The Global Marketplace Test Key</p> <p> The Global Marketplace Test</p>
<p> Unit 2: Distribution</p> <p> Unit 2: Distribution</p>	AM-2 a, b	ELA12W1 SSEMA1	9 HRS.	N/A	<p> Channels of Distribution Activity</p> <p> Channels of Distribution Note taking Guide</p> <p> Channels of Distribution</p> <p> Distribution Notes Wholesale</p> <p> Distribution PP Note Taking Guide</p> <p> Distribution PP</p> <p> Distribution Unit Test KEY</p> <p> Distribution Unit Test</p> <p> Energy Drink Distribution Project</p>
<p> Unit 3: The Business of Credit</p> <p> Unit 3: The Business of Credit</p>	AM-3 a-d	ELA12W1 SSEMI2 SSEPF4	5 HRS.	N/A	<p> An Overview of Financial Management PP</p> <p> Credit Rating Cards</p> <p> Financing Your Business notes guide</p> <p> Financing Your Business PP</p> <p> Government Regulations on Issuing Credit Research Assignment</p>

Marketing Management Curriculum Map

<p> Unit 4: Marketing Impacts Research</p> <p> Unit 4: Marketing Impacts Research</p>	AM-4 a-e	ELA12W1 SSEMA6 MM2D2 MM2D1	10 HRS.	N/A	<p> Green Marketing Article</p> <p> Market Research Project</p> <p> Marketing Research Process PP</p> <p> NIVEA Case Study</p> <p> Review Marketing Research PP</p> <p> Types of Marketing Research PP</p>
<p> Unit 5: Pricing Strategies</p> <p> Unit 5: Pricing Strategies</p>	AM-5 a-e	ELA12W3 SCSh3 SCSh4 SCSh6 MM2D1	8 HRS.	N/A	<p> Definition of Pricing PP</p> <p> Evaluation of Goals of Pricing</p> <p> PLC and Pricing POSTER Grade Sheet</p> <p> PLC and Pricing</p> <p> Pricing Objectives</p> <p> Pricing Project</p> <p> Pricing Worksheet Answers</p> <p> Pricing Worksheet</p>
<p> Unit 6: Marketing Activities in Business</p> <p> Unit 6: Marketing Activities in Business</p>	AM-6 a-i	ELA12W1 MM2D2 SSEF5	6-10 HRS.	<p>LAP-IM-009 Have We Met? (Market Identification)</p> <p>Check website for cost-recovery pricing.</p>	<p> Employee Theft Current Event</p> <p> Getting to know the Competition</p> <p> Increasing Social Responsibility</p> <p> Market Segmentation Activity</p> <p> popcorn business development</p> <p> Segmenting and Targeting Markets</p> <p> The Marketing Mix</p>
<p> Unit 7: Product Service Mix</p> <p> Unit 7: Product Service Mix</p>	AM-7 a-d	ELA12W1 SSEF3	7 HRS.	N/A	<p> Design for Athletes</p> <p> New Product Development (NPD) process</p> <p> Product Concepts</p> <p> Product Life Cycle</p> <p> Understanding Product Failures</p>
<p> Unit 8: Purchasing and Pricing Strategies</p> <p> Unit 8: Purchasing and Pricing Strategies</p>	AM-8 a-e		7 HRS.	<p>LAP-OP-002 Buy Right (Nature of Purchasing)</p> <p>Check website for cost-recovery pricing.</p>	<p> Buying Markets PP</p> <p> Buying Merchandise Note Guide</p> <p> Buying Merchandise</p> <p> Merchandise Assortment Note Guide</p> <p> Merchandise Assortment</p> <p> Merchandise Buying Plan Rubric</p> <p> Merchandise Buying project</p>

Marketing Management Curriculum Map

<p> Unit 9: Sales in Marketing</p> <p> Unit 9: Sales in Marketing</p>	<p>AM-9 a-i</p>	<p>ELA12W1 MM2D2</p>	<p>6 HRS.</p>	<p>LAP-SE-115 Keep Them Loyal (Building Clientele)</p> <p>LAP-SE-119 Follow-Up Strategies</p> <p>Check website for cost-recovery pricing.</p>	<p> Why People Buy</p> <p> Sales Presentation Worksheet</p> <p> Sales Presentation Project Requirement Sheet</p> <p> Sales Presentation</p> <p> Sales Questionnaire</p> <p> WHAT IS SELLING Note Sheet</p> <p> WHAT IS SELLING</p>
<p> Unit 10: Promotion</p> <p> Unit 10: Promotion</p>	<p>AM-10 a-c</p>	<p>ELA11W1 MM2P1 MM2D2</p>	<p>5 HRS.</p>	<p>LAP-PR-001 Promotional Mix</p> <p>LAP-PR-006 Calculating Media Costs</p> <p>Check website for cost-recovery pricing.</p>	<p> Marketing Communications</p> <p> Media Costs</p> <p> Promotional Mix Note Taking Guide</p> <p> Promotional Mix Project Instructions and Rubric</p> <p> Promotional Mix</p> <p> What you should know about promotion techniques</p>
<p> Unit 11: Communication in Marketing</p> <p> Unit 11: Communication in Marketing</p>	<p>AM-11 a-g</p>	<p>ELA11C1 ELA12LSV2 ELA12W3</p>	<p>7 HRS.</p>	<p>N/A</p>	<p> Social Media and Communications</p> <p> Communication Skills</p> <p> Communication Test ANSWER KEY</p> <p> Communication Test</p> <p> Electronic Presentations</p> <p> Email Etiquette Handout</p> <p> Power Point Presentation Projects Guidelines</p> <p> Power Point Presentation Rubric</p> <p> Sample Presentation</p>