Class: Marketing

Unit: **Introduction to Marketing**

Days: 12 days

Big Ideas: The marketing concept is simple to understand, applying it is hard.

Repeat purchases are key to a business success.

Elements of the marketing mix must work together, revolving around the customer.

You are in business to make money, period.

Standards:

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| **Standard: MME.MF1: Students will explain the tools, techniques and systems that businesses use to create exchanges and satisfy organizational objectives.** |
| **MF1.a:** Describe marketing’s role and function in business to facilitate economic exchanges with customers. |
| **MF1.a.1.e:** Define marketing and the role it plays in our daily lives. |
| **MF1.a.2.m:** Explain the significance of marketing in the United States economy. |
| **MF1.a.3.m:** Identify Marketing Core standards and related activities. |
| **MF1.a.4.h:** Explain marketing and its importance in a global economy. |

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| **Standard: MME.MC3:** Students will analyze the concepts and processes needed to identify, select, monitor and evaluate sales channels. |
| **MC3.a:** Describe the role of channel management in marketing. |
| **MC3.a.1.e:** List the many ways that products get from producer to consumer. |
| **MC3.a.3.m:** Explain the nature of channels of distribution. |
| **MC3.a.4.m** Explain the difference between a buyer and a supplier/vendor. |
| **MC3.b.1.e:** Describe how products are transported to the sales location. |
| **MC3.b.2.m:** Illustrate how a product/service gets to the consumer. |
| **MC3.b.3.m:** Describe how channel members add value to consumer product/service choice. |
| **MC3.b.4.h:** Coordinate channel management with other marketing activities. |
| **MC3.b.5.h:** Explain the nature of channel-member relationships. |
| **MC3.b.6.h:** Explain the nature of channel strategies. |

Daily Lesson Topics and Activities

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| **Day** | **Topic** | **Activity** |
| 1 | Welcome!  Introduction to Marketing   * Define marketing * Define the marketing functions   What we do and how we operate here  Who am I? Who are you? | Handout: Course syllabus  Notes: Marketing Functions  Complete: Student Data Sheets |
| 2 | Marketing Functions   * Define marketing * Define the marketing functions * Identify how a business uses the marketing functions | Magnetic Flashcards Match-Up  Complete: Computer Shack Case |
| 3 | Marketing Benefits  What is Marketed   * Explain how everyone uses marketing and how | Notes  Show samples  Crossword Puzzle |
| 4 | Marketing Functions Quiz  Marketing History  Marketing Concept   * Explain how marketing has evolved * Explain how businesses use the marketing concept * Describe the philosophy, objectives and focus of the production, sales and marketing concept | Quiz  Reading: Value of a Customer  Provide examples of firms that have employed the production, selling and marketing concept. Identify strengths and weaknesses. Under what circumstances is this concept likely to be viable? |
| 5 | A Passion for Customers Video   * Explain how businesses use the marketing concept | Note taking guide |
| 6 | A Passion for Customers Business Plan   * Create a business plan with concepts from the video | Build a business plan with table partner |
| 7 | Marketing Mix   * Define the elements of the marketing mix * Describe each element | Notes  Mr. C case study |
| 8 | Channels of Distribution   * Describe the basic channels for consumer goods | Notes  Worksheet |
| 9 | Channels of Distribution Game   * Experience being a member within the channel | Jeans game cards and money |
| 10 | Channel Widths and Transportation  Warehousing   * Identify strategies used in the distribution process * Explain how a warehouse management system minimizes costs and fulfillment times | Notes  FedEx and UPS video clip |
| 11 | Marketing Exam Review Day | Jeopardy |
| 12 | Marketing Exam | Exam |

**Vocabulary Words for this Unit: Introduction to Marketing**

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| Marketing | All the activities involved in getting a product or service from the producer to the consumer |
| Selling | Matching wants and needs with products and services |
| Promotions | Communication and persuasion   * Advertising   Paid for communication, complete control over the message   * Publicity   Free communication, no control over the message   * Visual merchandising   The art of presentation, which puts the merchandise in focus and in perspective too. It educates the customers, creates desire and finally increases sales   * Social media   Building a business through different outlets   * Public relations, PR   Creating and maintaining goodwill   * Sales promotions   Stimulation of sales through contests, demos, discounts, exhibits, giveaways and special offers   * Personal selling   One on one communication and persuasion |
| Buying | Getting the equipment, supplies, materials and products to use in business or for resale |
| Servicing | Anything after the sale |
| Transportation | Movement of goods |
| Warehousing | Protecting goods from weather, theft and to stabilize prices |
| Financing | Money management |
| Pricing | The value of money places on goods and services |
| Packaging | Contains, identifies and promotes |
| Market Research | Gather and analyze facts |
| Marketing Concept | A philosophy in which we satisfy customer wants and needs and the business will make money |
| LTV | Life Time Value: as the net dollars a customer contributes over their life as a customer OR CLV, Customer Live Time Value |
| Production Orientation | A philosophy in which the focus is on the product and business first and not the customer |
| Sales Orientation | A philosophy that focuses on promoting sales to persuade people to buy rather than on customer needs |
| Marketing Mix | The 5P’s, used in developing a strong marketing plan and the relationship each element has with each other and around the consumer   * Product * Place * Price * Promotion * People |
| Channels of Distribution | The route a product takes   * Direct * Indirect |
| Producer | Or Manufacture: the making of goods/services |
| Middlemen/ Intermediaries | A person who facilitates interaction between parties |
| Agent | A person who acts on behalf of another, doesn’t own the product |
| Wholesaler | A person who buys in large quantities and sells to retailers |
| Retailer | A person who sells goods to the consumer |
| Intensive Distribution | A marketing strategy under which a company sells through as many outlets as possible |
| Selective Distribution | Selling a product or service through a limited number of outlets, images must match |
| Integrated Distribution | The producer acts as the retailer. Example: Fanny Farmer Candy |
| Private Warehouse | Owned and operated by channel suppliers and resellers and used in their own distribution |
| Public Warehouse | Space that can be leased to solve short-term distribution needs |
| Distribution Center | Product storage is considered temporary. Quickly shipped out. |

**Educational Support**

Education-Portal

Lots of short video clips

<http://education-portal.com/academy/course/principles-of-marketing-course.html>

Passion for Customers Video

A case study lesson plan

<http://paulhannan.com/pdf/passion.pdf>

Tom Peters Home Page

<http://www.tompeters.com/>

Repeat Purchase Articles

<http://www.woothemes.com/2011/01/the-most-lucrative-business-repeated-purchases/>

<http://www.startups.co.uk/top-10-ways-to-generate-repeat-business.html>

Inside Package Wars Video: CNBC

<http://www.cnbc.com/id/45858106>

<http://www.watchdocumentary.tv/ups-fedex-package-wars/>