



A Correlation: JA Marketing Principles 2 to Wisconsin CTE Standards

| Session Descriptions | CTE Standards: Marketing, Management, and Entrepreneurship | Personal Financial Literacy (PFL) and Work and Career Ready Standards (WCRS) |
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| Theme 1: Market Research | | |
| <p>Project 1: Brand Affinity</p> <p>Students explore the purposes and features of marketing, product development, and service.</p> <p>Students will:</p> <ul style="list-style-type: none"> Learn about content marketing strategy and how companies use content to build their brands. Create a content marketing strategy for their brand. Examine infographics and how they are utilized. Develop an infographic for their brand. | <p>Marketing and Business Exploration (EXP) MME.EXP.1.A.a.1: Identify methods/techniques to generate a product idea.</p> <p>Economics (ECON) MME.ECON.5.A.a.2: Develop a marketing strategy based upon the business model to increase revenue for the product or service.</p> <p>Principles of Marketing/Marketing I (MKT) MME.MKT.4.D.a.1: Develop strategies to position the company's or product's desired image and develop a positioning concept/statement for a new product idea. MME.MKT.4.D.i.2: Create a perceptual map by conducting market research and identifying key attributes that consumers perceive as important when making a purchasing decision.</p> <p>Digital Marketing (DMKT) MME.DMKT.3.A.i.2: Explain the purpose of digital marketing.</p> <p>Management/Marketing II (MGT) MME.MGT.5.A.i.1: Explain how marketing activities correlate with business activities.</p> | <p>Wisconsin Career Readiness WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology. WCRS.LRN.4.C: Use digital presentation applications to create and deliver a presentation.</p> |

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| <p>1.1 What is Market Research?</p> <p>Students learn how market research allows companies to gather, analyze, and interpret information to make strategic decisions about their product line and how it is marketed.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Examine the reasons market research is conducted. • Learn key steps in the process of conducting market research. • Research the methods businesses use to conduct market research. • Demonstrate how market research benefits companies. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.a.1: Assess results of promotional efforts.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.3.A.i.1: Identify reasons for conducting marketing research. MME.MKT.3.B.a.1: Identify methods of marketing research that can be used to help solve the marketing problem. MME.MKT.3.B.a.2: Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue. MME.MKT.8.A.i.1: Identify methods for evaluating the effectiveness of various forms of promotion. MME.MKT.9.E.i.1: Gain an understanding and provide examples of product features and benefits to be used in a sales presentation.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.6.A.i.1: Identify data monitored for marketing decision-making. MME.RMGT.6.A.a.1: Describe the use of technology in marketing information management.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.1.B.i.1: Describe the importance of marketing analytics. MME.DMKT.1.B.a.1: Demonstrate strategies to track analytics: identify the most relevant data, determine metrics, create goals, track progress, identify trends and respond accordingly, report regularly, make informed decisions, etc. MME.DMKT.3.A.a.2: Explain the benefits of digital marketing.</p> <p><u>Management/Marketing II (MGT)</u> MME.MGT.5.C.i.1: Explain types of marketing success metrics.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions. WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> |

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| <p>1.2 Types of Market Research</p> <p>Students learn about primary (qualitative) and secondary (quantitative) research and the contribution they make to marketing.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Define qualitative and quantitative market research. • Evaluate the purposes of qualitative and quantitative market research. • Examine methods of quantitative market research. • Apply quantitative market research methodology to a business scenario. • Create an effective message utilizing one of the channels of communications. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.a.1: Assess results of promotional efforts.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.B.a.1: Identify methods of marketing research that can be used to help solve the marketing problem.</p> <p>MME.MKT.3.B.a.2: Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue.</p> <p>MME.MKT.8.A.i.1: Identify methods for evaluating the effectiveness of various forms of promotion.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.6.A.i.1: Identify data monitored for marketing decision-making.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.6.B.a.3: Demonstrate strategies for evaluating digital marketing efforts.</p> <p><u>Management/Marketing II (MGT)</u> MME.MGT.8.F.i.1: Identify components of effective communication.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.4.D: Use internet and common productivity applications to maximize communication, collaboration, and social interactions in a professional manner.</p> |

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| <p>1.3 Tools for Market Research</p> <p>Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Examine methods of qualitative market research. • Identify an appropriate research tool to design a qualitative research study. • Conduct a qualitative research study (in-depth interview). • Analyze the results of qualitative research. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.a.1: Assess results of promotional efforts.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.A.a.1: Gather and analyze marketing data to make business decisions.</p> <p>MME.MKT.3.B.i.2: Identify sources of primary and secondary marketing research data.</p> <p>MME.MKT.3.B.a.2: Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue.</p> <p>MME.MKT.3.C.i.1: Using appropriate primary or secondary data collection methods, design and employ a marketing research study to guide business decisions using current and emerging data collection technologies.</p> <p>MME.MKT.8.A.i.1: Identify methods for evaluating the effectiveness of various forms of promotion.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.6.A.i.1: Identify data monitored for marketing decision-making.</p> <p>MME.RMGT.6.A.a.1: Describe the use of technology in marketing information management.</p> <p>MME.RMGT.9.B.i.1: Explain the types of marketing metrics for measuring success.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.1.B.i.1: Describe the importance of marketing analytics.</p> <p>MME.DMKT.1.B.a.1: Demonstrate strategies to track analytics: identify the most relevant data, determine metrics, create goals, track progress, identify trends and respond accordingly, report regularly, make informed decisions, etc.</p> <p><u>Management/Marketing II (MGT)</u> MME.MGT.5.C.i.1: Explain types of marketing success metrics.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| <p>1.4 Market Research Process</p> <p>Students learn about market research tools used to gather data on demographics and lifestyles. Through gaining an understanding of the market, students can create a marketing plan.</p> <p>Students will:</p> <ul style="list-style-type: none"> Identify steps in the market research process used to measure brand identity. Research how brands have handled image problems in the past. Perform market research related to brand identity. Present quantitative data to a "marketing department" and give recommended solutions to an identified brand identity problem. Exhibit polished and effective presentation technique. | <p><u>Principles of Marketing/Marketing I (MKT)</u></p> <p>MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.A.a.1: Gather and analyze marketing data to make business decisions.</p> <p>MME.MKT.3.B.i.1: Determine the marketing problem.</p> <p>MME.MKT.3.B.a.1: Identify methods of marketing research that can be used to help solve the marketing problem.</p> <p>MME.MKT.3.B.a.2: Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue.</p> <p>MME.MKT.3.C.a.1: Interpret research results by applying data-mining methods graphically—tables, charts, graphs, etc.—to acquire pertinent information for business decision-making.</p> <p>MME.MKT.4.D.a.1: Develop strategies to position the company's or product's desired image and develop a positioning concept/statement for a new product idea.</p> <p><u>Retail Management (RMGT)</u></p> <p>MME.RMGT.6.A.i.1: Identify data monitored for marketing decision-making.</p> | <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LIF.4.B: Communicate a clear vision, and bring people together around shared goals to create positive, ethical change.</p> <p>WCRS.LRN.4.C: Use digital presentation applications to create and deliver a presentation.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| Theme 2: Marketing Plan | | |
| <p>Theme 2 Project: Messaging Across the Channels</p> <p>Students learn about the communication mix, the specific methods and media used to promote products and services to a target market.</p> <p>Students will:</p> <ul style="list-style-type: none"> Gain an understanding of the marketing communication mix. Determine the best communication channel for a targeted segment. Design an advertisement targeting a critical market persona. Develop a media placement plan for the advertisement. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.i.1: Explain types of promotion.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.D.a.1: Employ promotional mix strategies and develop promotional activities for a promotional plan to maximize return on promotional efforts. Measure and evaluate the results of promotional plan efforts.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> <p>MME.MKT.8.B.i.1: Compare and contrast various forms of advertising.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.3.C.i.1: Discuss common goals of online advertising and benefits of online advertising: scalability, cost-effectiveness, desirable demographics, targeted audience, tracking capabilities, etc.</p> | <p><u>Wisconsin Personal Financial Literacy</u> PFL FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p><u>Wisconsin Career Readiness</u> WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| <p>2.1 The Purpose of a Marketing Plan</p> <p>Students learn the importance of a marketing plan to describe a company’s marketing strategies and how those strategies will be implemented.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the role of essential purpose of a marketing plan in business. • Review and analyze a company’s marketing plan. • Research and develop a market snapshot for a marketing plan. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.9.B.i.1: Explain the types of marketing metrics for measuring success.</p> <p><u>Management/Marketing II (MGT)</u> MME.MGT.5.C.i.1: Explain types of marketing success metrics.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| <p>2.2 Elements of a Marketing Plan</p> <p>Students learn the elements of a marketing plan and how they combine to provide a roadmap for implementing marketing strategies.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Define the essential components of a marketing plan. • Develop approaches for creating a marketing plan. • Examine successful mission statements and explain their role in marketing plans. • Create a written product description for a marketing plan. | <p><u>Principles of Marketing/Marketing I (MKT)</u></p> <p>MME.MKT.1.A.a.2: Identify the features and benefits of products.</p> <p>MME.MKT.4.B.a.1: Develop a new-product launch plan.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> | <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| <p>2.3 Developing a Marketing Plan</p> <p>Students gain experience in developing a marketing plan, including a situational analysis that is a key element of any plan.</p> <p>Students will:</p> <ul style="list-style-type: none"> Review the approaches to developing and writing the elements of a marketing plan. Describe the elements and purpose of a SWOT Analysis. Organize questions to solve a situation through a SWOT Analysis. Apply SWOT Analysis to the development of a marketing strategy. | <p><u>Economics (ECON)</u> MME.ECON.5.A.a.2: Develop a marketing strategy based upon the business model to increase revenue for the product or service.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.3.B.i.1: Determine the marketing problem. MME.MKT.3.B.a.2: Describe types of primary and secondary data collection methods, and evaluate their appropriateness for researching a problem or issue.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.2.A.i.1: Determine and evaluate market needs and opportunities.</p> <p><u>Entrepreneurship (ENT)</u> MME.ENT.5.A.i.1: Describe the importance of marketing strategies.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> |

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| <p>2.4 Market Research Process</p> <p>Students learn about market research tools used to gather data on demographics and lifestyles. Through gaining an understanding of the market, students can create a marketing plan.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe the importance of a marketing budget as an element of a marketing plan. • Examine methods of creating a marketing budget. • Use methods of tracking, monitoring, and analyzing marketing metrics as related to ROI (return on investment). • Adjust marketing activities based on plan results. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.a.1: Assess results of promotional efforts.</p> <p>MME.EXP.2.A.a.1: Analyze economic choices that have both present and future consequences.</p> <p>MME.EXP.6.D.i.1: Identify elements of a marketing budget.</p> <p><u>Economics (ECON)</u> MME.ECON.1.A.i.1: Demonstrate economic decision-making.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.D.a.1: Employ promotional mix strategies and develop promotional activities for a promotional plan to maximize return on promotional efforts. Measure and evaluate the results of promotional plan efforts.</p> <p>MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.A.a.1: Gather and analyze marketing data to make business decisions.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.5.K.i.1: Identify the elements of a marketing budget.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.5.B.a.1: Demonstrate procedures for implementing a digital marketing campaign: execute a trial campaign, engage with campaign content, analyze campaign performance throughout execution, adjust strategy in response to campaign performance, etc.</p> <p>MME.DMKT.6.A.i.2: Identify common social-media marketing metrics: engagement, conversion, reach, leads generated, sentiment, community, etc.</p> <p><u>Management/Marketing II (MGT)</u> MME.MGT.5.C.i.1: Explain types of marketing success metrics.</p> <p>MME.MGT.8.F.i.1: Identify components of effective communication.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| Theme 3: Sales and Marketing Methods | | |
| <p>Theme 3 Project: Customer Service Trends</p> <p>Students learn about the definition and importance of customer service and create a strategy based on the company’s practices and needs</p> <p>Students will:</p> <ul style="list-style-type: none"> Investigate their company/brand’s customer service practices. Research trends in customer service. Choose and justify the customer service strategy that would meet the needs of a target audience. Develop a customer service strategy/plan for a target audience. | <p><u>Economics (ECON)</u> MME.ECON.5.A.a.2: Develop a marketing strategy based upon the business model to increase revenue for the product or service.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.1: Identify why different customers purchase products. MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers. MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business. MME.MKT.3.A.i.1: Identify reasons for conducting marketing research. MME.MKT.4.D.a.1: Develop strategies to position the company’s or product’s desired image and develop a positioning concept/statement for a new product idea. MME.MKT.4.D.i.2: Create a perceptual map by conducting market research and identifying key attributes that consumers perceive as important when making a purchasing decision. MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience. MME.MKT.8.E.i.1: Determine how salespeople can use effective customer service to support the needs of the customer when making a purchasing decision. MME.MKT.9.A.i.1: Examine the relationship between customer service and sales.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.2.A.i.1: Determine and evaluate market needs and opportunities. MME.RMGT.2.A.i.2: Develop customer/client profiles: demographics, geographics, psychographics, behavioral, etc.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |

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| <p>3.1 Sales and Marketing</p> <p>In many companies, sales and marketing function hand in hand. Marketing evaluates customer wants and needs, then develops, implements, and tweaks a plan to meet those wants and needs while generating profits. Sales has the direct link to the customer and closes the deal.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Examine the reasons market research is conducted. • Learn key steps in the process of conducting market research. • Research the methods businesses use to conduct market research. • Demonstrate how market research benefits companies. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.B.a.1: Identify methods of marketing research that can be used to help solve the marketing problem.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.2.A.i.1: Determine and evaluate market needs and opportunities.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.1.B.i.1: Describe the importance of marketing analytics.</p> <p>MME.DMKT.1.B.a.1: Demonstrate strategies to track analytics: identify the most relevant data, determine metrics, create goals, track progress, identify trends and respond accordingly, report regularly, make informed decisions, etc.</p> | |

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| <p>3.2 Retail Marketing</p> <p>Retailers market themselves to raise awareness of their stores and drive sales. Retail marketing involves selling products to consumers from a fixed location. For the purposes of this session, it does not include e-commerce or online sales.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the unique aspects of retail marketing. • Describe the characteristics of an effective retail business. • Describe the connection between store location, company brand, and product marketing strategies. • Evaluate two highly effective retail stores, and explain why they are successful with two different markets. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.4.D.a.1: Develop strategies to position the company’s or product’s desired image and develop a positioning concept/statement for a new product idea.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.2.A.i.1: Determine and evaluate market needs and opportunities.</p> | <p>NA</p> |

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| <p>3.3 Online Marketing and E-Commerce</p> <p>The Internet has grown to become a major force in marketing and sales. Businesses and individuals who market and sell online can reach large audiences at a low cost and consumers can research and purchase products from anywhere at any time.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe online marketing and e-commerce. • Distinguish the advantages and disadvantages of buying online for both seller and buyer. • Explain search engine optimization and social media marketing as a method of driving e-commerce traffic. • Create a Web page promoting e-commerce best practices. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience. MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.1.D.i,2: Explain social media methods used to obtain customers in the retail industry.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.3.A.i.1: Describe channels used for digital marketing: search engines, social media, email, websites, blogs, whitepapers, infographics, texts, mobile apps, etc. MME.DMKT.4.B.i.1: Discuss the disadvantages of social media marketing. MME.DMKT.4.C.i.1: Explain limitations associated with search engines. MME.DMKT.4.C.i.2: Describe the importance of being listed at or near the top of a search engine results page: greater company visibility, higher levels of website traffic, more customer trust in the company's or website's value or importance.</p> | <p><u>Wisconsin Personal Financial Literacy</u> PFL FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p><u>Wisconsin Career Readiness</u> WCRS.LRN.4.C: Use digital presentation applications to create and deliver a presentation. WCRS.LRN.4.D: Use internet and common productivity applications to maximize communication, collaboration, and social interactions in a professional manner.</p> |

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| <p>3.4 B2B Marketing</p> <p>Business to business (B2B) marketing involves promoting the sale of one company's product or service to another company. All companies, government agencies, medical institutions, and educational systems engage in B2B activities, and B2B marketing is how they learn about and sell to each other.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Define B2B marketing. • Describe the difference in B2B marketing and B2C (consumer) marketing. • Research ways that companies market their products and services to B2B customers. • Develop a marketing plan for a B2B company. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.i.1: Explain types of promotion.</p> <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.LIF.4.D: Lead strategic planning using project management principles.</p> |
| Theme 4: Careers in Marketing | | |
| <p>Theme 4 Project: Emotional Connection</p> <p>Students learn about the importance of making an emotional connection with customers.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the importance of making an emotional connection with customers. • Describe how marketing activities create emotional connections with customers. • Review and summarize the artifacts in their marketing portfolios. • Write a business letter to a CMO illustrating an emotional connection with the company's target audience. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.4.D.i.2: Create a perceptual map by conducting market research and identifying key attributes that consumers perceive as important when making a purchasing decision.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> | |

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| <p>4.1 Planning for a Career in Marketing Careers in marketing require skills in research, behavioral psychology, and visual arts. Marketers monitor trends and develop and promote products and services. The role of marketing in the world is increasing and marketing as a field is anticipated to grow 9 percent a year between 2014 and 2024, making this a viable career option.</p> <p>Students will</p> <ul style="list-style-type: none"> • Evaluate career categories in marketing. • Evaluate anticipated future opportunities in the marketing career cluster. • Learn traits of successful marketing employees. • Compare and contrast marketing jobs to jobs in business management and administration. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.3.A.i.6: Examine career opportunities in entrepreneurship.</p> <p>MME.EXP.4.A.a.1: Illustrate the functions of management in business.</p> <p>MME.EXP.5.A.i.1: Explain management roles.</p> <p><u>Economics (ECON)</u> MME.ECON.4.F.a.2: Assess how specialization facilitates international trade and interdependence between nations.</p> <p><u>Sports and Entertainment Marketing (SEM)</u> MME.SEM.2.C.i.2: Research and explore specific academic pathways needed to obtain a career in the sports and entertainment marketing industry.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.2.A.i.1: Describe common career paths in digital marketing.</p> <p>MME.DMKT.2.A.a.1: Describe traits and skills needed for success in digital marketing careers and the career outlook based upon labor market information.</p> | <p><u>Wisconsin Personal Financial Literacy</u> WCRS.CAR.1.A: Discover:</p> <ul style="list-style-type: none"> • career clusters and pathways • emerging and in-demand careers <p><u>Wisconsin Career Readiness</u> WCRS.CAR.3.A: Discuss and evaluate career area(s) of interest based on labor market information such as long-term projections of total annual job openings, salary ranges, and costs of postsecondary education and training.</p> |

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| <p>4.2 Marketing Careers in the New Economy</p> <p>Today, marketing takes place in virtually every kind of company, whether small and local or a multinational behemoth. Marketing departments in large companies work with ad agencies, public relations firms, independent consultants, and others. Small companies often use independent firms and individuals to conduct research, run promotions, or hold events. This session addresses international career options in the first of two groups of marketing areas and have students research needed skills.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Research careers in market research and analysis, product and brand management, advertising promotions, and public relations. • Compare international marketing jobs at large, medium, and small companies. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.1.D.i.1: Explain types of promotion.</p> <p>MME.EXP.1.D.i.2: Demonstrate the selection of items within the promotional mix.</p> <p>MME.EXP.3.A.a.6: Conduct a self-assessment to determine entrepreneurial potential.</p> <p>MME.MKT.8.C.i.1: Explain how public relations activities create goodwill with stakeholders.</p> <p><u>Sports and Entertainment Marketing (SEM)</u> MME.SEM.2.C.i.2: Research and explore specific academic pathways needed to obtain a career in the sports and entertainment marketing industry.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.2.A.i.1: Describe common career paths in digital marketing.</p> | <p><u>Wisconsin Personal Financial Literacy</u> PFL.EE2.a.h Assess how people’s willingness and ability to plan for the future affects their decision to increase their education or job training in a dynamic and changing labor market.</p> <p><u>Wisconsin Career Readiness</u> WCRS.CAR.1.A: Discover:</p> <ul style="list-style-type: none"> • career clusters and pathways • emerging and in-demand careers |

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| <p>4.3 Tools for Market Research</p> <p>Students understand a product's market and create a marketing plan. They learn about the different types of research tools used to gather data on demographics and lifestyles.</p> <p>Students will:</p> <ul style="list-style-type: none"> • List the educational requirements for marketing jobs. • Describe international jobs in retailing and customer occupations. • Develop expertise in a specific customer service sales occupation. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.8.E.i.1: Determine how salespeople can use effective customer service to support the needs of the customer when making a purchasing decision.</p> <p><u>Sports and Entertainment Marketing (SEM)</u> MME.SEM.2.C.i.2: Research and explore specific academic pathways needed to obtain a career in the sports and entertainment marketing industry.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.2.A.i.1: Describe common career paths in digital marketing.</p> | <p><u>Wisconsin Personal Financial Literacy</u> PFL EE2.a.h Assess how people's willingness and ability to plan for the future affects their decision to increase their education or job training in a dynamic and changing labor market.</p> <p><u>Wisconsin Career Readiness</u> WCRS.CAR.1.A: Discover:</p> <ul style="list-style-type: none"> • career clusters and pathways • emerging and in-demand careers • postsecondary education and training options <p>WCRS.CAR.3.A: Discuss and evaluate career area(s) of interest based on labor market information such as long-term projections of total annual job openings, salary ranges, and costs of postsecondary education and training.</p> |

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| <p>4.4 Marketing Career Fair</p> <p>Becoming an expert in a career area allows a job applicant to become comfortable asking and answering questions that will help determine whether a job is a good fit. In a career fair, students share what they have learned about marketing careers and evaluate areas that might be a good fit with their talents and interests.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Discuss the job application process. • Develop explanatory materials about a job/career path. • Attend a mock career fair as both a recruiter and possible job applicant. | <p><u>Marketing and Business Exploration (EXP)</u> MME.EXP.3.A.i.6: Examine career opportunities in entrepreneurship.</p> <p><u>Sports and Entertainment Marketing (SEM)</u> MME.SEM.2.C.a.2: Seek opportunities to job shadow, interview, or participate in on-site learning opportunities within the sports and entertainment marketing industry.</p> <p><u>Digital Marketing (DMKT)</u> MME.DMKT.2.A.a.1: Describe traits and skills needed for success in digital marketing careers and the career outlook based upon labor market information.</p> | <p><u>Wisconsin Career Readiness</u> WCRS.CAR.4a.B: Identify and access career resources and support systems both virtual and in-person.</p> <p>WCRS.CAR.4a.D: Acquire job-seeking skills, including interviewing, resume writing, and completing job applications.</p> |

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| <p>Case Study: Creating the Customer Experience</p> <p>Students will evaluate the strengths and weaknesses of a fictional café and design a survey to gauge and improve customer experience.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the relationship between the customer experience, surveys, and the building of successful businesses. • Develop a customer survey as a method for collecting data about the customer experience. | <p><u>Principles of Marketing/Marketing I (MKT)</u> MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.2.B.a.1: Develop a customer/client profile for a product or business using demographics, psychographics, geographics, and behavioral factors.</p> <p>MME.MKT.3.A.a.1: Gather and analyze marketing data to make business decisions.</p> <p>MME.MKT.3.C.i.1: Using appropriate primary or secondary data collection methods, design and employ a marketing research study to guide business decisions using current and emerging data collection technologies.</p> <p>MME.MKT.3.C.b.1: Identify components of a survey instrument.</p> <p>MME.MKT.4.D.i.2: Create a perceptual map by conducting market research and identifying key attributes that consumers perceive as important when making a purchasing decision.</p> <p>MME.MKT.9.A.i.1: Examine the relationship between customer service and sales.</p> <p>MME.MKT.9.D.i.1: Develop and ask open-ended questions to qualify potential customers and gain an understanding of the customer’s wants and needs.</p> <p><u>Retail Management (RMGT)</u> MME.RMGT.2.A.i.2: Develop customer/client profiles: demographics, geographics, psychographics, behavioral, etc.</p> | <p>NA</p> |