

# BLACK HORSE PIKE REGIONAL SCHOOL DISTRICT

## MARKETING

Credits: 2.5 Semester Course

### 2019-2020 Syllabus

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Marketing is the action or business of promoting and selling products or services, including market research and advertising. This course introduces the basics of marketing, then delves into specifics related to promotional strategies for selling goods and services, pricing principles and practices, the marketing research process, and advertising. This course will also discuss the decisions a business makes in the production and sales of its products.

MARKING PERIOD 1/3

### **Unit 1 - Marketing Essentials**

To be a successful marketer, you need to understand the marketing skills, marketing core functions, and the basic tools of marketing. These core functions include channel management, market planning, marketing information management, pricing, product, promotion, and selling, all of which will be discussed throughout this course. This unit will touch on the basics of marketing to later enhance specifics in each area.

### **Unit 2 - Pricing & Product Planning**

In this unit, students will examine the pricing strategies that are effective for products and services. They will also create products including branding and packaging that are successful for the correct target market.

## **MARKING PERIOD 2/4**

### **Unit 3 - Promotions & Advertising**

This unit examines promotional strategies including different forms of advertising. Students will also create visual displays that are successful for businesses to appropriately display their products in a retail setting.

### **Unit 4 - Marketing Research**

This unit explores the functions of marketing information management including marketing research and marketing research process.

### **Resources**

Farese, L. S., Kimbrell, G., & Woloszyk, C. A. (2016). Marketing essentials. Columbus, OH: McGraw-Hill Education.

### **Grading Policy**

40% Classwork/Homework

40% Major Assessments

10% Minor Assessments

10% Class Participation

### **Late Work Submission Policy**

Daily Work: A pupil who has been absent from school will be given an opportunity to make up assignments, provided the assignments are completed during a period equal to the length of his/her absence. That period may be extended for the completion of long term/Minor/Major assignments at the discretion of the teacher (on an individual basis and specific to the reason for absence when clearly communicated with the teacher).

When Due Dates are Posted for Assignments: There will be a 10% reduction for every day late after the posted due date in Genesis.

# Black Horse Pike Regional School District

## MARKETING CURRICULUM

Grades 10 - 12

### **MISSION STATE OF THE BLACK HORSE PIKE REGIONAL SCHOOL DISTRICT:**

The mission of the Black Horse Pike Regional School District is to educate a diverse population in an atmosphere consistent with the ideals of a free and democratic society. We are committed to an exemplary educational program, based upon the New Jersey Student Learning Standards as adopted by the State Board of Education. It is the expectation of this district that all pupils achieve the New Jersey Student Learning Standards, NJ Common Core Standards and Next Generation Science Standards, at all levels. We will continue to improve students' and teachers' technological literacy as a means of preparing for the future with confidence and creativity. Our schools will ensure the safety and security of all students and strive to provide the best learning environment. We will enhance our students' growth by providing them with a creative, purposeful, and ethical atmosphere. We are dedicated to providing our students an opportunity to achieve academic goals, develop good citizenship skills, and make a positive contribution to society.

### **VISION STATEMENT OF THE BLACK HORSE PIKE REGIONAL SCHOOL DISTRICT:**

The Black Horse Pike Regional School District is a community of lifelong learners nurturing the development of critical thinkers and involved citizens prepared to lead fulfilling lives in a changing world.

# Black Horse Pike Regional School District

## MARKETING DOMAINS:

MARKETING ESSENTIALS	PRODUCT DEVELOPMENT	PROMOTIONS	RESEARCH
<ul style="list-style-type: none"> <li>Marketing is All Around Us</li> <li>The Marketing Plan</li> </ul>	<ul style="list-style-type: none"> <li>Price Planning</li> <li>Product Planning</li> <li>Branding, Packaging, &amp; Labeling</li> </ul>	<ul style="list-style-type: none"> <li>Promotional Concepts &amp; Strategies</li> <li>Visual Merchandising &amp; Display</li> <li>Advertising</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Research</li> <li>Conducting Marketing Research</li> </ul>

## PACING GUIDE:

UNIT	TIME FRAME
1 – Marketing Essentials	Approximately 5 Weeks
2 – Product Development	Approximately 5 Weeks
3 – Promotions	Approximately 5 Weeks
4 – Research	Approximately 5 Weeks

# Black Horse Pike Regional School District

## MARKETING

### **NEW JERSEY STUDENT LEARNING STANDARDS:**

#### **[The 12 Career Ready Practices](#)**

These practices outline the skills that all individuals need to have to truly be adaptable, reflective, and proactive in life and careers. These are researched practices that are essential to career readiness.

#### **[Career Awareness, Exploration, and Preparation \(9.2\)](#)**

This standard outlines the importance of being knowledgeable about one's interests and talents, and being well informed about postsecondary and career options, career planning, and career requirements.

### **SOCIAL AND EMOTIONAL LEARNING:**

#### **[New Jersey SEL Competencies & Sub-Competencies](#)**

Social and emotional learning (SEL) refers to the process by which children and adults acquire and effectively apply the knowledge, attitudes and skills necessary to do the following: understand and manage emotions; set and achieve positive goals; feel and show empathy for others; and make responsible decisions. Students in SEL programs are more likely to attend school and receive better grades, and are less likely to have conduct problems. Successful infusion of SEL can result in positive behaviors, increased academic success, and caring communities.

# Black Horse Pike Regional School District

## MARKETING

### Unit 1: Marketing Essentials

ESSENTIAL QUESTIONS	ENDURING UNDERSTANDINGS
<ol style="list-style-type: none"><li>1. How do businesses find out their strengths and weaknesses in the marketplace?</li><li>2. How do businesses keep their customers?</li><li>3. How do stores use the four Ps to create an effective marketing mix?</li></ol>	<ul style="list-style-type: none"><li>● To be a successful marketer, you need to understand the marketing skills, marketing core functions, and basic tools of marketing.</li><li>● Marketing supports competition and offers benefits to consumers</li><li>● The term market refers to all the people who might buy a product. The marketing mix is a combination of elements used to sell a product to a specific target market.</li><li>● The key to marketing is to know your customer or target market. Market segmentation helps identify the target market.</li></ul>

# Black Horse Pike Regional School District

## UNIT 1: MARKETING ESSENTIALS

### LEARNING TARGETS

1. Describe the scope of marketing
2. Describe each marketing core function
3. Explain the marketing concept
4. Describe the benefits of marketing
5. Explain the concept of utility
6. Cite examples of types of utilities
7. Describe how marketers use knowledge of the market to sell products
8. Compare and contrast consumer and organizational markets
9. Explain the importance of target markets
10. Explain how each component of the marketing mix contributes to successful marketing
11. Learn how to conduct a SWOT analysis
12. List the three key areas of an internal company analysis
13. Identify the factors in a PEST analysis
14. Explain the basic elements of a marketing plan
15. Explain the concept of market segmentation
16. Analyze a target market
17. Differentiate between mass marketing and market segmentation

### STANDARDS

1. 9.3.MK.4, 9.3.MK-COM.4, 9.3.MK-COM.1
2. 9.3.MK.4, 9.3.MK-COM.4, 9.3.MK.1
3. 9.3.MK.4, 9.3.MK-COM.4
4. 9.3.MK.4, 9.3.MK-COM.4
5. 9.3.MK.4, 9.3.MK-COM.4
6. 9.3.MK.4, 9.3.MK-COM.4
7. 9.3.MK.4, 9.3.MK-COM.4
8. 9.3.MK.4, 9.3.MK-COM.4
9. 9.3.MK.4, 9.3.MK-COM.4
10. 9.3.MK.4, 9.3.MK-COM.4
11. 9.3.MK.4
12. 9.3.MK.4
13. 9.3.MK.4
14. 9.3.MK.4, 9.3.MK.2
15. 9.3.MK.4
16. 9.3.MK.4
17. 9.3.MK.4

# Black Horse Pike Regional School District

## UNIT 1: MARKETING ESSENTIALS

IN-CLASS ACTIVITIES/ASSIGNMENTS	FORMATIVE ASSESSMENTS	SUMMATIVE ASSESSMENTS
<p><u>Chapter 1 – Marketing is All Around Us</u></p> <ol style="list-style-type: none"> <li>1. Graphic Organizers (marketing core functions, utility added value)</li> <li>2. Real-World Applications (Fundamentals of marketing)</li> <li>3. Advertising Me Project</li> <li>4. The Seven Functions of Marketing Beverage Assignment</li> </ol> <p><u>Chapter 2 – The Marketing Plan</u></p> <ol style="list-style-type: none"> <li>5. Graphic Organizers (marketing and the marketing concept, evaluating the state of the economy)</li> <li>6. Real-World Applications (SWOT Analysis, Market Segmentation)</li> <li>7. Decade Marketing Trends</li> <li>8. The Marketing Mix Cereal Project</li> </ol>	<ul style="list-style-type: none"> <li>● Questioning Strategies &amp; Discussion</li> <li>● Chapter 1 Quiz</li> <li>● Chapter 2 Quiz</li> <li>● Classwork/Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>● Unit 1 Test</li> <li>● Unit 1 Projects               <ul style="list-style-type: none"> <li>○ Advertising Me</li> <li>○ Marketing Mix Cereal</li> </ul> </li> </ul>

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)



# Black Horse Pike Regional School District

## MARKETING

### Unit 2: Product Development

ESSENTIAL QUESTIONS	ENDURING UNDERSTANDINGS
<ol style="list-style-type: none"> <li>1. What role does price play in marketing planning?</li> <li>2. What are some factors that might influence prices?</li> <li>3. How do businesses develop a new product and position it for sale?</li> <li>4. How might marketing strategies differ for new products and existing products?</li> <li>5. How do brands and branding elements create a distinct image and personality for a product?</li> </ol>	<ul style="list-style-type: none"> <li>● Price is on the of Ps of the marketing mix. As such, many factors must be considered when pricing a product. Marketing supports competition and offers benefits to consumers.</li> <li>● Pricing requires the examination of many factors. Skipping even one aspect of the pricing process could cost business millions of dollars in lost sales, fines, and/or lawsuits.</li> <li>● Product planning allows a business to plan marketing programs that increase sales through making products that customers want.</li> <li>● Products go through different stages of growth and decline. Various marketing strategies help sustain product sales over time.</li> <li>● A company name and its products should project a positive image. An important part of the product and service management is to select, promote, and protect the company image and personality of its brands.</li> </ul>

# Black Horse Pike Regional School District

## UNIT 2: PRODUCT DEVELOPMENT

LEARNING TARGETS	STANDARDS
<ol style="list-style-type: none"> <li>1. Recognize the different forms of pricing</li> <li>2. Explain the importance of pricing</li> <li>3. List the goals of pricing</li> <li>4. Differentiate between market share and market position</li> <li>5. List the four market factors that affect price planning</li> <li>6. Analyze demand elasticity and supply-and-demand theory</li> <li>7. Explain how government regulations affect price planning</li> <li>8. Describe the steps in product planning</li> <li>9. Explain how to develop, maintain, and improve a product mix</li> <li>10. Identify the four stages of the production life cycle</li> <li>11. Describe product positioning types</li> <li>12. Discuss the nature, scope, and importance of branding in product planning, Identify the various branding elements</li> <li>13. Identify the various branding elements</li> <li>14. List three different types of brands</li> <li>15. Explain how branding strategies are used to meet sales and company goals</li> <li>16. Explain the functions of product packaging</li> <li>17. Identify the functions of labels</li> </ol>	<ol style="list-style-type: none"> <li>1. 9.3.MK.7</li> <li>2. 9.3.MK.7, 9.3.MK-MER.5</li> <li>3. 9.3.MK.7</li> <li>4. 9.3.MK.7</li> <li>5. 9.3.MK.7, 9.3.MK.3</li> <li>6. 9.3.MK.7</li> <li>7. 9.3.MK.7</li> <li>8. 9.3.MK.7</li> <li>9. 9.3.MK.8, 9.3.MK-COM.5</li> <li>10. 9.3.MK.8</li> <li>11. 9.3.MK.8</li> <li>12. 9.3.MK.8, 9.3.MK-COM.3</li> <li>13. 9.3.MK.8, 9.3.MK-COM.3</li> <li>14. 9.3.MK.8, 9.3.MK-COM.3</li> <li>15. 9.3.MK.8, 9.3.MK.9, 9.3.MK-COM.3, 9.3.MK-MGT.7</li> <li>16. 9.3.MK.8</li> <li>17. 9.3.MK.9</li> </ol>

# Black Horse Pike Regional School District

IN-CLASS ACTIVITIES/ASSIGNMENTS	FORMATIVE ASSESSMENTS	SUMMATIVE ASSESSMENTS
<p><u>Chapter 25 – Price Planning</u></p> <ol style="list-style-type: none"> <li>1. Graphic Organizers (goals of pricing, government regulation)</li> <li>2. Real-World Application (Price Planning Issues: Maintaining Profitability Pricing)</li> </ol> <p><u>Chapter 30 – Product Planning</u></p> <ol style="list-style-type: none"> <li>3. Graphic Organizers (new product development, components of a product)</li> <li>4. Real-World Application (Sustaining Product Sales)</li> <li>5. Product Positioning Activity</li> </ol> <p><u>Chapter 31 – Branding, Packaging, and Labeling</u></p> <ol style="list-style-type: none"> <li>6. Graphic Organizers (branding process, types of brands, functions of packaging)</li> <li>7. Real-World Application (Branding)</li> <li>8. Branding Activity</li> </ol>	<ul style="list-style-type: none"> <li>● Question Strategies &amp; Discussion</li> <li>● Chapter 25 Quiz</li> <li>● Chapter 30 Quiz</li> <li>● Chapter 31 Quiz</li> <li>● Classwork/Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>● Unit 2 Test</li> <li>● Unit 2 Projects <ul style="list-style-type: none"> <li>○ Product Positioning Activity</li> <li>○ Branding Activity</li> </ul> </li> </ul>

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

# Black Horse Pike Regional School District

## MARKETING

### Unit 3: Promotions

ESSENTIAL QUESTIONS	ENDURING UNDERSTANDINGS
<ol style="list-style-type: none"><li>1. What is the promotional mix concept and its role in marketing?</li><li>2. How do you create an effective promotional campaign to reach a target market?</li><li>3. How do stores use their space to project an image to present their products?</li><li>4. How does a business create an advertising plan?</li></ol>	<ul style="list-style-type: none"><li>● Promotional mix is a combination of strategies and cost-effective allocation of resources.</li><li>● Visual merchandising and displays are important promotional strategies to sell products and services.</li><li>● Advertising is an important element of promotion. Businesses advertising to promote their ideas, goods, and services.</li></ul>

# Black Horse Pike Regional School District

## UNIT 3: PROMOTIONS

LEARNING TARGETS	STANDARDS
1. Explain the role of promotion in business and marketing.	1. 9.3.MK.4, 9.3.MK.9
2. Identify types of promotion.	2. 9.3.MK.4, 9.3.MK.9
3. Distinguishing between public relations and publicity.	3. 9.3.MK.4, 9.3.MK.9
4. Describe the concept of the promotional mix.	4. 9.3.MK.4, 9.3.MK.9
5. Define sales promotion.	5. 9.3.MK.4, 9.3.MK.9
6. Explain the use of promotional tie-ins and loyalty marketing programs.	6. 9.3.MK.4, 9.3.MK.9
7. Explain the concept and purpose of visual merchandising.	7. 9.3.MK.4, 9.3.MK-COM.4, 9.3.MK.MER.4, 9.3.MK.MER.6, 9.3.MK.MER.7
8. Identify the elements of visual merchandising.	8. 9.3.MK.4, 9.3.MK.9, 9.3.MK.MER.6, 9.3.MK.MER.7
9. Describe types of display arrangements.	9. 9.3.MK.4, 9.3.MK.MER.6, 9.3.MK.MER.7, 9.3.MK-MER.8
10. Understand the role of visual merchandisers on the marketing team.	10. 9.3.MK.4, 9.3.MK.5
11. Explain the concept and purpose of advertising in the promotional mix.	11. 9.3.MK.7, 9.3.MK.9
12. Identify the different types of advertising media.	12. 9.3.MK.7, 9.3.MK.9
13. Discuss the planning and selection of media.	13. 9.3.MK.7, 9.3.MK.9

# Black Horse Pike Regional School District

IN-CLASS ACTIVITIES/ASSIGNMENTS	FORMATIVE ASSESSMENTS	SUMMATIVE ASSESSMENTS
<p><u>Chapter 17 – Promotions</u></p> <ol style="list-style-type: none"> <li>1. Design Promotional Campaign</li> <li>2. Graphic Organizers (Types of Promotions, Promotional Mix)</li> <li>3. Real-World Applications (Public Relations, Promotions)</li> </ol> <p><u>Chapter 18 – Visual Merchandising</u></p> <ol style="list-style-type: none"> <li>4. Graphic Organizers (Display Features, Artistic Design, &amp; Elements of Design)</li> <li>5. Real-World Applications (Promotional Display)</li> <li>6. Shoe Box Window Display Project</li> </ol> <p><u>Chapter 19 – Advertising</u></p> <ol style="list-style-type: none"> <li>7. Graphic Organizers (Advertising Media, Media Rates, Promotional Budget)</li> <li>8. Real-World Applications (Advertising Approach, Making Choices About Advertising)</li> </ol>	<ul style="list-style-type: none"> <li>● Questioning Strategies &amp; Discussion</li> <li>● Chapter 17 Quiz</li> <li>● Chapter 18 Quiz</li> <li>● Chapter 19 Quiz</li> <li>● Classwork/Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>● Unit 3 Test</li> <li>● Unit 3 Projects               <ul style="list-style-type: none"> <li>○ Design Promotional Campaign</li> <li>○ Shoe Box Visual Display</li> </ul> </li> </ul>

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

# Black Horse Pike Regional School District

## MARKETING

### Unit 4: Research

ESSENTIAL QUESTIONS	ENDURING UNDERSTANDINGS
<ol style="list-style-type: none"> <li>1. What are the methods for conducting market research?</li> <li>2. What are the limitations that can interfere with market research?</li> <li>3. How can marketing research help improve a company's product for its target market?</li> <li>4. How can research be used to gain data about marketing opportunities?</li> <li>5. How can marketing surveys obtain important data for identifying customer's needs and wants?</li> </ol>	<ul style="list-style-type: none"> <li>● Marketing research has limitations such as time and money and this can limit how much information a company can collect and evaluate.</li> <li>● A business must conduct marketing research if they want their product or service to be successful in the market place.</li> <li>● Marketing research helps businesses find solutions to problems that could eventually affect their profit margins.</li> <li>● Marketing researchers must construct survey instruments that will provide valid and reliable information needed to make good business decisions.</li> </ul>

# Black Horse Pike Regional School District

UNIT 4: RESEARCH	
LEARNING TARGETS	STANDARDS
<ol style="list-style-type: none"> <li>1. Describe the purpose of marketing research.</li> <li>2. Explain the characteristics and purpose of a marketing information system.</li> <li>3. Identify procedures for gathering information using technology.</li> <li>4. Identify the methods of conducting marketing research.</li> <li>5. Discuss trends and limitations in marketing research.</li> <li>6. Explain the steps in designing and conducting marketing research.</li> <li>7. Compare primary and secondary data. Collect and interpret marketing information.</li> <li>8. Identify the elements in a marketing research report.</li> <li>9. Design a marketing research survey.</li> <li>10. Administer a marketing research survey.</li> </ol>	<ol style="list-style-type: none"> <li>1. 9.3.MK.2, 9.3.MK-RES.1, 9.3.MK-RES.2</li> <li>2. 9.3.MK-RES.1, 9.3.MK-RES.2</li> <li>3. 9.3.MK-RES.1, 9.3.MK-RES.2</li> <li>4. 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK.2</li> <li>5. 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK.2</li> <li>6. 9.3.MK.10, 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK-RES.3</li> <li>7. 9.3.MK.10, 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK-RES.3</li> <li>8. 9.3.MK.10, 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK-RES.3</li> <li>9. 9.3.MK.10, 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK-RES.3</li> <li>10. 9.3.MK.10, 9.3.MK-RES.1, 9.3.MK-RES.2, 9.3.MK-RES.3</li> </ol>



IN-CLASS ACTIVITIES/ASSIGNMENTS	FORMATIVE ASSESSMENTS	SUMMATIVE ASSESSMENTS
<p><u>Chapter 28 – Marketing Research</u></p> <ol style="list-style-type: none"> <li>1. Graphic Organizers (Concepts of Marketing Research, Qualitative &amp; Quantitative Research)</li> <li>2. Real-World Applications (Analyzing a Market Research Data)</li> <li>3. Market Research Project</li> </ol> <p><u>Chapter 29 – Conduct Marketing Research</u></p> <ol style="list-style-type: none"> <li>4. Graphic Organizers (Conducting Marketing Research, That Marketing Survey, Obtaining Data, Questionnaires)</li> <li>5. Real-World Applications (Survey, That Market Research Process)</li> <li>6. Market Research Project</li> </ol>	<ul style="list-style-type: none"> <li>● Questioning Strategies &amp; Discussion</li> <li>● Chapter 28 Quiz</li> <li>● Chapter 29 Quiz</li> <li>● Classwork/Homework Assignments</li> </ul>	<ul style="list-style-type: none"> <li>● Unit 4 Test</li> <li>● Unit 4 Projects <ul style="list-style-type: none"> <li>○ Marketing Research</li> </ul> </li> </ul>

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

# Black Horse Pike Regional School District

## NEW JERSEY SOCIAL AND EMOTIONAL STANDARDS

To be included in lesson plans, when applicable.

### Self-Awareness (SEL.PK-12.1)

- SEL.PK-12.1.1 Recognize one's feelings and thoughts.
- SEL.PK-12.1.2 Recognize the impact of one's feelings and thoughts on one's own behavior.
- SEL.PK-12.1.3 Recognize one's personal traits, strengths, and limitations.
- SEL.PK-12.1.4 Recognize the importance of self-confidence in handling daily tasks and challenges.

### Self-Management (SEL.PK-12.2)

- SEL.PK-12.2.1 Understand and practice strategies for managing one's own emotions, thoughts and behaviors.
- SEL.PK-12.2.2 Recognize the skills needed to establish and achieve personal and educational goals.
- SEL.PK-12.2.3 Identify and apply ways to persevere or overcome barriers through alternative methods to achieve one's goals.

### Social Awareness (SEL.PK-12.3)

- SEL.PK-12.3.1 Recognize and identify the thoughts, feelings and perspectives of others.
- SEL.PK-12.3.2 Demonstrate an awareness of the differences among individuals, groups and other's cultural backgrounds.
- SEL.PK-12.3.3 Demonstrate an understanding of the need for mutual respect when viewpoints differ.
- SEL.PK-12.3.4 Demonstrate an awareness of the expectations for social interactions in a variety of settings.

### Responsible Decision-Making (SEL.PK-12.4)

- SEL.PK-12.4.1 Develop, implement and model effective problem-solving and critical thinking skills.
- SEL.PK-12.4.2 Identify the consequences associated with one's actions in order to make constructive choices.
- SEL.PK-12.4.3 Evaluate personal, ethical, safety, and civic impact of decisions.

### Relationship Skills (SEL.PK-12.5)

- SEL.PK-12.5.1 Establish and maintain healthy relationships.
- SEL.PK-12.5.2 Utilize positive communication and social skills to interact effectively with others.
- SEL.PK-12.5.3 Identify ways to resist inappropriate social pressure.
- SEL.PK-12.5.4 Demonstrate the ability to prevent and resolve interpersonal conflicts in constructive ways.
- SEL.PK-12.5.5 Identify who, when, where, or how to seek help for oneself or others when needed.

# Black Horse Pike Regional School District

## NJSLS - 21ST CENTURY LIFE AND CAREERS

### THE 12 CAREER READY PRACTICES

To be included in lesson plans, when applicable.

#### Standards (CRP.K-12.CRP)

- CRP.K-12.CRP1: Act as a responsible and contributing citizen and employee.
- CRP.K-12.CRP2: Apply appropriate academic and technical skills.
- CRP.K-12.CRP3: Attend to personal health and financial well-being.
- CRP.K-12.CRP4: Communicate clearly and effectively and with reason.
- CRP.K-12.CRP5: Consider the environmental, social and economic impacts of decisions.
- CRP.K-12.CRP6: Demonstrate creativity and innovation.
- CRP.K-12.CRP7: Employ valid and reliable research strategies.
- CRP.K-12.CRP8: Utilize critical thinking to make sense of problems and persevere in solving them.
- CRP.K-12.CRP9: Model integrity, ethical leadership and effective management.
- CRP.K-12.CRP10: Plan education and career paths aligned to personal goals.
- CRP.K-12.CRP11: Use technology to enhance productivity.
- CRP.K-12.CRP12: Work productively in teams while using cultural global competence.

## NJSLS - 21ST CENTURY LIFE AND CAREERS

### CAREER AWARENESS, EXPLORATION, AND PREPARATION

To be included in lesson plans, when applicable.

#### Standards (CAEP.9.2.12.C)

- CAEP.9.2.12.C1: Review career goals and determine the steps necessary for attainment.
- CAEP.9.2.12.C2: Modify Personalized Student Learning Plans to support declared goals.
- CAEP.9.2.12.C3: Identify transferable career skills and design alternate career plans.
- CAEP.9.2.12.C4: Analyze how economic conditions and societal changes influence employment trends and future education.
- CAEP.9.2.12.C5: Research career opportunities in the United States and abroad that require knowledge of world languages and diverse cultures.
- CAEP.9.2.12.C6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.
- CAEP.9.2.12.C7: Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace.
- CAEP.9.2.12.C8: Assess the impact of litigation and court decisions on employment laws and practices.
- CAEP.9.2.12.C9: Analyze the correlation between personal and financial behavior and employability.

# Black Horse Pike Regional School District

## NEW JERSEY STUDENT LEARNING STANDARDS: 9.3 - CAREER & TECHNICAL EDUCATION (CTE)

### STANDARDS (9.3.MK) – MARKETING (CAREER CLUSTER)

- 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing
- 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- 9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.
- 9.3.MK.4 Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
- 9.3.MK.5 Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- 9.3.MK.6 Select, monitor and manage sales and distribution channels.
- 9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.
- 9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

### STANDARDS (9.3.MK-COM) – MARKETING COMMUNICATIONS (PATHWAY)

- 9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.
- 9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.
- 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.
- 9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
- 9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

### STANDARDS (9.3.MK-MGT) – MARKETING MANAGEMENT (PATHWAY)

- 9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.
- 9.3.MK-MGT.2 Plan, manage and monitor day-to-day marketing management operations.
- 9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.
- 9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.
- 9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.
- 9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.

### STANDARDS (9.3.MK-RES) – MARKETING RESEARCH (PATHWAY)

- 9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.

**STANDARDS (9.3.MK-MER) – MARKETING MERCHANDISING (PATHWAY)**

- 9.3.MK-MER.1 Plan, organize and lead merchandising staff to enhance selling and merchandising skills.
- 9.3.MK-MER.2 Plan, manage and monitor day-to-day merchandising activities.
- 9.3.MK-MER.3 Move, store, locate and/or transfer ownership of retail goods and services.
- 9.3.MK-MER.4 Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
- 9.3.MK-MER.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.
- 9.3.MK-MER.6 Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.
- 9.3.MK-MER.7 Communicate information about retail products, services, images and/or ideas.
- 9.3.MK-MER.8 Create and manage merchandising activities that provide for client needs and wants

**STANDARDS (9.3.MK-SAL) – MARKETING PROFESSIONAL SALES CAREER (PATHWAY)**

- 9.3.MK-SAL.1 Access, evaluate and disseminate sales information
- 9.3.MK-SAL.2 Apply sales techniques to meet client needs and wants.
- 9.3.MK-SAL.3 Plan, organize and lead sales staff to enhance sales goals.