

Expectations and Outcomes

Grade Level/Course: 10-12

Content Area: Business

Unit Title	Guarantees
Unit 1: The World of Marketing	<ul style="list-style-type: none"> • understand the marketing concept • identify and apply the components of the marketing mix • conduct a SWOT analysis
Unit 2: Selling	<ul style="list-style-type: none"> • Create a plan for selling an item of their choice (pre-approach) • Demonstrate their understanding of sales by performing a retail sales presentation with a product of their choice • Understand the importance of customer satisfaction and retention and demonstrate a method of customer satisfaction and retention in a sales presentation
Unit 6: Promotion	<ul style="list-style-type: none"> • Explain the different areas of the promotional mix • Explain the concept and purpose of visual merchandising and create and design a store of your own • Explain the concept and purpose of advertising in the promotional mix and develop advertisements using different mediums
Unit 7, 8, & 10 Distribution, Purchasing, Pricing, & Branding	<ul style="list-style-type: none"> • Explain the concept of channels of distribution and identify different channels • recognize the different forms of pricing and discuss the importance of pricing • identify the importance of branding