

Wyoming Department of Education Required Virtual Education Course Syllabus

Niobrara County School District # 1

Program Name	Wyoming Virtual Academy	Content Area	VE
Course ID	D-BUS-062V1-CEN	Grade Level	9-12
Course Name	CEN Marketing II	# of Credits	0.5
SCED Code	12164G0.5022	Curriculum Type	K12 Inc

COURSE DESCRIPTION

Typically a 9-week course. Students find out what it takes to market a product or service in today's fast-paced business environment. They learn the fundamentals of marketing using real-world business examples. They learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management.

WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK (Standard/Indicator) Use the Standards and Benchmarks as Spreadsheets
CV12.1.1	College and career-ready students evaluate current knowledge and interests in order to set career goals.
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.3	College and career-ready students prepare an educational and career plan to enable them to gain desired knowledge and experience.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (*CCSS W.11.4)

CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.

SCOPE AND SEQUENCE

UNIT OUTLINE	STANDARD#	OUTCOMES OBJECTIVES/STUDENT CENTERED GOALS
Unit 13: Distribution 13.1 Marketing Through Distribution	CV12.2.1 CV12.3.1	13.1.1 Explain the importance of the distribution function to effective marketing. 13.1.2 Illustrate how a well-planned distribution system supports the marketing plan.
Unit 13: Distribution 13.2 Distribution Channels	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	13.2.1 Identify the differences between producers and consumers that are addressed by distribution channels. 13.2.2 Describe the differences between direct and indirect channels of distribution.
Unit 13: Distribution 13.3 The Role of Wholesaling	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	13.3.1 Describe the benefits that wholesalers provide to other members of a distribution channel and to final consumers. 13.3.2 Explain how the role of wholesalers is changing in an economy where many of their traditional retail customers prefer to deal directly with manufacturers.
Unit 13: Distribution 13.4 The Role of Retailing	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	13.4.1 Define retailing and describe ways to distinguish various types of retailers. 13.4.2 Describe ways that retailing is changing in response to changes in consumer preferences, the business environment, and technology.
Unit 13: Distribution 13.5 Physical Distribution	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	13.5.1 Describe the various means by which products are transported within a channel of distribution. 13.5.2 Explain the common options for storing and handling products while they are moving through the distribution channel. 13.5.3 Examine the importance of order processing and inventory control to the overall effectiveness of a physical distribution plan.

<p>Unit 14: Determine the Best Price 14.1 The Economics of Price Decisions</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>14.1.1 Explain the reasons why price is an important marketing tool. 14.1.2 Demonstrate how the economic concept of elasticity of demand relates to pricing decisions. 14.1.3 Describe three ways in which government influences prices.</p>
<p>Unit 14: Determine the Best Price 14.2 Develop Pricing Procedures</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>14.2.1 Describe three common pricing objectives for businesses. 14.2.2 Explain how businesses establish a price range for a product. 14.2.3 Identify the three components that must be considered when determining the selling price.</p>
<p>Unit 14: Determine the Best Price 14.3 Pricing Based on Market Conditions</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>14.3.1 Identify two marketing tools related to competitive conditions that help marketers set prices. 14.3.2 Describe the criteria businesses use in establishing the final price a customer pays. 14.3.3 Explain why extending and managing credit is an important part of marketing.</p>
<p>Unit 15: Promotion 15.1 Promotion as a Form of Communication</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>15.1.1 Identify the promotion function as part of the marketing mix. 15.1.2 Describe the communication process and identify its eight elements. 15.1.3 Explain the three roles of promotion in marketing. 15.1.4 Identify and define the two types of communication that are important to marketers.</p>
<p>Unit 15: Promotion 15.2 Types of Promotion</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>5.2.1 Explain the advantages and disadvantages of advertising as a type of promotion. 15.2.2 Describe the ways public relations can be used to generate publicity. 15.2.3 Identify the benefits and draw-backs of using personal selling to promote a product or service. 15.2.4 Explain the advantages and disadvantages of using short-term incentives as sales promotions.</p>
<p>Unit 15: Promotion 15.3 The Promotional Plan</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2</p>	<p>15.3.1 Explain the five major factors that affect the promotional mix. 15.3.2 Describe the seven steps in the promotional planning process.</p>

	CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	
Unit 16: Advertising 16.1 What is Advertising	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	16.1.1 Define <i>product advertising</i> and <i>brand advertising</i> and distinguish between the two types. 16.1.2 Describe the major roles at an advertising agency.
Unit 16: Advertising 16.2 Plan Advertising	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	16.2.1 Describe the process of setting objectives, determining the budget, and developing the creative strategy. 16.2.2 Describe the different types of media and the factors that must be considered when selecting which media to use.
Unit 16: Advertising 16.3 Create and Evaluate Advertising	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	16.3.1 Name common creative advertising formats. 16.3.2 Explain what happens during the production phase of the advertising process. 16.3.3 Differentiate between quantitative and qualitative research. 16.3.4 Name the four types of advertising regulation.
Unit 17: Selling 17.1 The Value of Selling	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	17.1.1 Define selling. 17.1.2 Explain the advantages and disadvantages of personal selling. 17.1.3 Describe the need for salespeople to manage themselves, their customers, and marketing information.
Unit 17: Selling 17.2 Prepare for Effective Selling	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	17.2.1 Describe the way effective salespeople identify and qualify prospective customers and understand the consumer decision-making processes. 17.2.2 Explain why salespeople need to know their product thoroughly. 17.2.3 Demonstrate why it is important to understand the competition's products and marketing plans.

<p>Unit 17: Selling 17.3 The Selling Process and Sales Support</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>17.3.1 Detail the seven steps of the selling process. 17.3.2 Explain why salespeople need support from other areas of the business.</p>
<p>Unit 18: Marketing in a Global Economy 18.1 The Expanding World Economy</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>18.1.1 Describe the important role that international trade plays in both the U.S. and global economies. 18.1.2 Explain why businesses expand into international markets and how governments assist them in doing so.</p>
<p>Unit 18: Marketing in a Global Economy 18.2 How Businesses Get Involved</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>18.2.1 Define indirect and direct exporting and balance of trade. 18.2.2 Explain how foreign production, foreign investment, and foreign joint ventures operate. 18.2.3 Describe the way in which multinational companies compete by thinking globally.</p>
<p>Unit 18: Marketing in a Global Economy 18.3 Understand International Markets</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>Explain how international economic conditions affect the ability to market within a country. 18.3.2 Describe the factors that determine the best marketing mix for particular countries. 18.3.3 Examine how conditions in international marketing affect the completion of marketing functions.</p>
<p>Unit 19: Manage Risk 19.1 Assess Business Risks</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>19.1.1 Explain why businesses take risks and how they are classified. 19.1.2 Describe the four ways available for businesses to deal with risks.</p>
<p>Unit 19: Manage Risk 19.2 Identify Marketing Risks</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2</p>	<p>19.2.1 Explain how changes in the economic and competitive environment create marketing risks. 19.2.2 Describe the marketing risks associated with each of the marketing mix elements.</p>

	CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	
Unit 19: Manage Risk 19.3 Manage Marketing Risks	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	19.3.1 Explain how to use the various sections of the marketing plan to avoid risks and limit the business’s exposure to risks. 19.3.2 Describe other ways to eliminate or control marketing-related risks.
Unit 20: finance Marketing Activities 20.1 Marketing Affects Business Finances	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	20.1.1 Explain how marketing affects a business’s financial planning. 20.1.2 Describe marketing expenses and the various types of financing for marketing activities.
Unit 20: finance Marketing Activities 20.2 Tools for Financial Planning	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	20.2.1 Describe the planning and operating tools businesses use. 20.2.2 Detail how marketers develop forecasts, budgets, and financial statements. 20.2.2 Explain the kinds of financial analyses marketers perform to increase profits.
Unit 20: finance Marketing Activities 20.3 Budget for Marketing Activities	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	20.3.1 Explain the various ways that businesses raise revenue through marketing activities. 20.3.2 Describe the marketing expenses that arise with each element of the marketing mix.
Unit 21: Entrepreneurship and Marketing 21.1 Understand Entrepreneurship	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	21.1.1 Provide examples of successful entrepreneurs and the businesses they started. 21.1.2 Describe the importance of entrepreneurship to the U.S. economy.

<p>Unit 21: Entrepreneurship and Marketing 21.2 Characteristics of Entrepreneurs</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>21.2.1 Identify personal characteristics of entrepreneurs. 21.2.2 Describe the education needed to prepare for entrepreneurship.</p>
<p>Unit 21: Entrepreneurship and Marketing 21.3 Business Ownership Opportunities</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>21.3.1 Identify business opportunities related to marketing functions. 21.3.2 Describe how marketing can help you identify business ownership opportunities.</p>
<p>Unit 21: Entrepreneurship and Marketing 21.4 Legal Needs of Entrepreneurship</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>21.4.1 Describe the legal forms of ownership for a business. 21.4.2 Discuss legal steps to follow in starting a new business.</p>
<p>Unit 21: Entrepreneurship and Marketing 21.5 Develop a Plan</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>21.5.1 Discuss why a new business should have a business plan. 21.5.2 Identify and describe the parts of a business plan.</p>
<p>Unit 22: Take Control with Management 22.1 The Functions of Management</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>22.1.1 Explain the importance of management in business and the role of managers in effective marketing. 22.1.2 Describe the five functions of management.</p>
<p>Unit 22: Take Control with Management 22.2 Manage with a Marketing Plan</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2</p>	<p>22.2.1 Describe how a marketing plan serves as a guide for effective marketing management. 22.2.2 Explain how marketing managers determine marketing effectiveness.</p>

	CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	
Unit 22: Take Control with Management 22.3 The Marketing Manager Role	CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	22.3.1 Describe the kinds of activities marketing managers perform in carrying out the planning and organizing functions. 22.3.2 Detail the way in which marketing managers staff, lead, and control their organizations effectively.
Unit 23: Plan Your Future in Marketing 23.1 Benefits of a Marketing Career	CV12.1.1 CV12.1.2 CV12.1.3 CV.12.1.4	23.1.1 Identify the impact of marketing careers on the economy. 23.1.2 Describe the benefits of choosing a marketing career.
Unit 23: Plan Your Future in Marketing 23.2 Employment Levels in Marketing	CV12.1.1 CV12.1.2 CV12.1.3 CV.12.1.4	23.2.1 Identify the five employment levels for marketing jobs. 23.2.2 Describe the skills needed to progress through the marketing employment levels.
Unit 23: Plan Your Future in Marketing 23.3 Marketing Education and Career Paths	CV12.1.1 CV12.1.2 CV12.1.3 CV.12.1.4	23.3.1 Describe the importance of marketing education. 23.3.2 Identify non-management and management career paths in marketing.
Unit 23: Plan Your Future in Marketing 23.4 Begin Career Planning	CV12.1.1 CV12.1.2 CV12.1.3 CV.12.1.4	23.4.1 Describe the steps in preparing a career plan. 23.4.2 Discuss how to successfully apply for a job.