

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-061V1-CEN	Grade Level	9-12
Course Name	CEN Marketing I	# of Credits	0.5
SCED Code	12164G0.5012	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
CV12.2.1	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 1: Marketing Today and Tomorrow 1.1 What is Marketing	CV12.2.1	1.1.1 Understand the importance of studying marketing. 1.1.2 Describe the nine marketing functions. 1.1.3 Define marketing.
	CV12.2.2	
	CV12.2.4	
	CV12.3.1	
	CV12.3.2	

	CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3	
Unit 1: Marketing Today and Tomorrow 1.2 Business Needs Marketing	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	1.2.1 Explain why businesses need marketing. 1.2.2 Understand how marketing developed as a part of business. 1.2.3 Describe the functions of business.
Unit 1: Marketing Today and Tomorrow 1.3 The Marketing Concept	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	1.3.1 Define the marketing concept. 1.3.2 Determine how businesses implement the marketing concept.
Unit 1: Marketing Today and Tomorrow 1.4 The Changing Role of Marketing	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	1.4.1 Describe how businesses approach marketing differently today than they did in the past. 1.4.2 Summarize how marketing is changing in businesses and other organizations.
Unit 2: Socially Responsible Marketing 2.1 The Impact of Marketing	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	2.1.1 Explain how marketing affects businesses. 2.1.2 Describe how marketing affects individuals. 2.1.3 Discuss ways marketing benefits society.
Unit 2: Socially Responsible Marketing 2.2 Criticisms of Marketing	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	2.2.1 Discuss three common criticisms of marketing. 2.2.2 Explain how marketing can be used to solve social problems.

<p>Unit 2: Socially Responsible Marketing 2.3 Increase Social Responsibility</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>2.3.1 Define consumerism. 2.3.2 Explain ways by which businesses improve their own practices. 2.3.3 Discuss how ethical issues affect marketers' professional responsibilities.</p>
<p>Unit 3: Marketing Begins with Economics 3.1 Scarcity and Private Enterprise</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>3.1.1 Identify the basic economic problem. 3.1.2 Describe how the U.S. private enterprise economy works.</p>
<p>Unit 3: Marketing Begins with Economics 3.2 The Law of Supply and Demand</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>3.2.1 Explain microeconomics and the concept of consumer demand. 3.2.2 Identify factors that affect supply and its relationship to demand.</p>
<p>Unit 3: Marketing Begins with Economics 3.3 Types of Economic Competition</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>3.3.1 Define pure competition and monopoly. 3.3.2 Explain the characteristics of oligopolies and monopolistic competition.</p>
<p>Unit 3: Marketing Begins with Economics 3.4 Economic Utility</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>3.4.1 Define four types of economic utility. 3.4.2 Explain how marketers use utility to increase customer satisfaction.</p>
<p>Unit 4: Marketing Begins with Economics 4.1 Changes in Today's Marketing</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4</p>	<p>4.1.1 Explain how marketing today differs from marketing in the past. 4.1.2 Explain why marketers need to understand their customers when applying the marketing concept.</p>

	CV12.4.1 CV12.4.2 CV12.4.3	
Unit 4: Marketing Begins with Economics 4.2 Plan a Marketing Strategy	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	4.2.1 Understand how the marketing concept transforms business planning. 4.2.2 Explain the importance of market segments and market opportunity analysis. 4.2.3 Discuss how businesses develop the right marketing mix.
Unit 4: Marketing Begins with Economics 4.3 Consumers and Competitors	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	4.3.1 Detail the stages of consumer decision making. 4.3.2 Understand how businesses can use the marketing concept in various types of competition.
Unit 4: Marketing Begins with Economics 4.4 The Varied Role of Marketing	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	4.4.1 Explain how the role of marketing differs in various types of businesses. 4.4.2 Identify ways marketing is used by non-business organizations.
Unit 5: Marketing Information and Research 5.1 Understand the Need for Marketing Information	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	5.1.1 Explain the importance of information in making marketing decisions. 5.1.2 Describe the categories of information needed by marketers.
Unit 5: Marketing Information and Research 5.2 Find and Manage Marketing Information	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	5.2.1 Describe common sources of internal and external market information. 5.2.2 Explain the five critical elements of an effective marketing information system.
Unit 5: Marketing Information and Research 5.3 Use Marketing Research	CV12.2.1 CV12.2.2 CV12.2.4	5.3.1 Describe how to define and develop an understanding of a problem as the first steps toward solving it.

	<p>CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>5.3.2 Identify the steps needed to gather and study data relevant to a problem. 5.3.3 Explain how to prepare reports and present proposed solutions.</p>
<p>Unit 5: Marketing Information and Research 5.4 Collect Primary Data</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>5.4.1 Describe how to conduct marketing research surveys. 5.4.2 Explain the reasons for and limitations of using observation. 5.4.3 Define various types of marketing research experiments.</p>
<p>Unit 6: Marketing Starts with Customers 6.1 Understand Consumer Behavior</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>6.1.1 Describe two types of consumers of interest to marketers. 6.1.2 Demonstrate an understanding of consumers' wants and needs.</p>
<p>Unit 6: Marketing Starts with Customers 6.2 What Motivates Buyers</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>6.2.1 Distinguish the types of buying motives. 6.2.2 Describe the five steps of the consumer decision-making process.</p>
<p>Unit 6: Marketing Starts with Customers 6.3 Influence Consumer 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>6.3.1 Describe important influences on the consumer decision-making process. 6.3.2 Explain how consumers and businesses use each of the three types of decision making.</p>
<p>Unit 7: Competition is Everywhere 7.1 Focus on Market Segments</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>7.1.1 Describe the benefits and categories of market segmentation. 7.1.2 Explain how to evaluate market potential and calculate market share.</p>

<p>Unit 7: Competition is Everywhere 7.2 Position for Competitive Advantage</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>7.2.1 Explain the various bases for positioning a product to distinguish it from the competition. 7.2.2 Describe the three common positioning strategies.</p>
<p>Unit 7: Competition is Everywhere 7.3 Compete for Market Segments</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>7.3.1 Compare and contrast direct and indirect competition and price and nonprice competition. 7.3.2 Describe the benefits of competition to consumers.</p>
<p>Unit 7: Competition is Everywhere 7.4 Learn About the Competition</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>7.4.1 Discuss the types of information businesses need to know about their competitors. 7.4.2 Describe how businesses collect market intelligence.</p>
<p>Unit 8: Social Media and E-Commerce 8.1 Technology, the Internet and E-Commerce</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>8.1.1 Recognize the role of technology in our economy and the differences between basic technology and high technology. 8.1.2 Explain how businesses and consumers use the Internet to buy and sell products. 8.1.2 Discuss the importance of the marketing concept to successful e-commerce.</p>
<p>Unit 8: Social Media and E-Commerce 8.2 The Emergence of Social Media</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>8.2.1 Define social media. 8.2.2 Trace the milestones in communication technology that led to the introduction of social media. 8.2.3 Understand word-of-mouth promotion, the distinct types of social media, and business uses of social media. 8.2.4 Identify real-world examples of social media that marketers have used to reach customers.</p>
<p>Unit 8: Social Media and E-Commerce 8.3 Social Media as a Marketing Tool</p>	<p>CV12.2.1 CV12.2.2 CV12.2.4 CV12.3.1 CV12.3.2 CV12.3.4</p>	<p>8.3.1 Describe the four distinct characteristics of early marketplaces that apply to social media today. 8.3.2 Explain how marketers can use the four social media formats in marketing their products and brands.</p>

	CV12.4.1 CV12.4.2 CV12.4.3	
Unit 9: Develop a Marketing Strategy and Marketing Plan 9.1 Elements of a Marketing Strategy	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	9.1.1 Describe how market segments are defined. 9.1.2 Understand the four criteria that an effective target market must meet.
Unit 9: Develop a Marketing Strategy and Marketing Plan 9.2 Marketing Mix Alternatives	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	9.2.1 Describe aspects of a basic product that can be altered to improve its market appeal. 9.2.2 Discuss important influences on distribution, pricing, and promotion. 9.2.3 Define four stages of a product life cycle.
Unit 9: Develop a Marketing Strategy and Marketing Plan 9.3 Consumer Purchase Classifications	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	9.3.1 Describe the four consumer purchase classifications. 9.3.2 Explain how the purchase classifications affect marketing planning.
Unit 9: Develop a Marketing Strategy and Marketing Plan 9.4 Marketing 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	9.4.1 Understand the benefits of marketing planning. 9.4.2 Describe the steps in developing a marketing plan.
Unit 9: Develop a Marketing Strategy and Marketing Plan 9.5 Develop a Marketing Plan	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	9.5.1 Identify the five types of market analysis used in developing a marketing plan. 9.5.2 Explain how a marketing strategy is developed. 9.5.3 Explain the need for activity schedules and evaluation procedures in the marketing plan.
Unit 10: Develop Successful Products 10.1 Start with a Product	CV12.2.1 CV12.2.2 CV12.2.4	10.1.1 Explain how customers view products.

	<p>CV12.3.1 CV12.3.2 CV12.3.4 CV12.4.1 CV12.4.2 CV12.4.3</p>	<p>10.1.2 Describe how marketers keep a consumer focus during product development.</p>
<p>Unit 10: Develop Successful Products 10.2 Components of the Product Mix</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>10.2.1 Describe the parts of the product mix element.</p> <p>10.2.2 Outline the three steps of the product design process.</p> <p>10.2.3 Explain the importance of product lines, packaging, and brand development.</p>
<p>Unit 10: Develop Successful Products 10.3 Products for Consumers and Businesses</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>10.3.1 Define consumer markets.</p> <p>10.3.2 Describe the categories of business products and provide examples of how product classifications are used in product planning.</p>
<p>Unit 10: Develop Successful Products 10.4 New Product Development</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>10.4.1 Explain what businesses mean by <i>new products</i>.</p> <p>10.4.2 Describe the six steps in new product development.</p>
<p>Chapter 11: Services Need Marketing 11.1 What are Services</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>11.1.1 Explain the growing importance of services to the U.S. economy.</p> <p>11.1.2 Describe four important qualities of services that are not shared by products.</p>
<p>Chapter 11: Services Need Marketing 11.2 Classify Services and Evaluate Quality</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>11.2.1 Describe the various ways marketers categorize service businesses in order to develop effective marketing mixes.</p> <p>11.2.2 Identify the three types of service standards that are used to evaluate service quality.</p>

<p>Chapter 11: Services Need Marketing 11.3 Develop a Service Marketing Mix</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>11.3.1 Explain how businesses plan and promote services. 11.3.2 Describe the importance of pricing and distribution of services.</p>
<p>Chapter 12: Business-to-Business Marketing 12.1 Business-to-Business Exchanges</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>12.1.1 Explain the reasons businesses buy things from other businesses. 12.1.2 Define the five major classifications of business consumers. 12.1.3 Describe the common characteristics typical of business markets.</p>
<p>Chapter 12: Business-to-Business Marketing 12.2 Make Business Purchase 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>12.2.1 Describe how businesses make new purchase, modified purchase, and repeat purchase decisions. 12.2.2 Explain the roles of purchasing specialists. 12.2.3 Identify issues that often arise in international purchasing.</p>
<p>Chapter 12: Business-to-Business Marketing 12.3 Business Purchasing 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>12.3.1 Identify the steps in the business purchasing process. 12.3.2 Explain why business purchasers need to consider more than just the direct cost of products and services when making purchasing decisions. 12.3.3 Describe the importance of keeping accurate inventory and purchasing records.</p>
<p>Chapter 12: Business-to-Business Marketing 12.4 Retail Purchasing</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>12.4.1 Describe how retailers identify customer needs and how to satisfy them. 12.4.2 Identify the ways retailers locate the products they need to satisfy their customers.</p>