WAYNE-WESTLAND COMMUNITY SCHOOLS

Marketing I Pacing Guide

Course description: Marketing I generates basic business skills that will last a lifetime. For one semester students will explore basic principles of marketing that are needed for the job market. Upon successful completion of this course, students will be able to demonstrate an effective understanding of the following topics: Basic selling principles, retail store operations, product and service distribution strategies, economic principles, and employability skills.

Week	Content	Standards
1	Introduction to the class	
	Icebreaker	
	Chapter 1: Marketing Is All Around Us	
	Define marketing	MK: 001
	Explain the foundations of marketing	IM: 194
2	List the seven functions of marketing	MK: 002
	Understand the marketing function	MK: 002
	Analyze the benefits of marketing	MK: 002
3	Apply the concept of utility	EC: 004
	Describe the concept of market	IM: 196
	Differentiate consumer and industrial markets	IM: 239
	Describe market share	IM: 196
4	Define target market	IM: 160
	List the components of the marketing mix	
	Assessment Chapter 1	
	Chapter 2: The Marketing Plan	
5	Conduct a SWOT analysis	IM: 141
	List the three key areas of an internal company analysis	IM: 141
	Identify the factors in an environmental scan	IM: 141
	Explain the basic elements of a marketing plan	IM: 197
6	Explain the concept of market segmentation	IM: 239
	Analyze a target market	IM: 160
	Differentiate between mass marketing and market segmentation	IM: 239
	Assessment Chapter 2	
	Chapter 3: Political and Economic Analysis	
7	Define the concept of an economy	EC: 002
	List the factors of production	EC: 003
	Explain the concept of scarcity	EC: 001
8	Discuss how traditional, market, command and mixed economies answer the three basic economic questions	EC: 007
	Cite examples of various economic systems	EC: 007
	List the goals of a healthy economy	
	Explain how an economy is measured	EC: 043
	Analyze the key phases of the business cycle	EC: 018
	Assessment Chapter 3	
	Chapter 5: The Free Enterprise System	
9	Explain the characteristics of a free enterprise systems	EC: 012
	Distinguish between price and nonprice competition	EC: 006
	Explain the theory of supply and demand	EC: 005

10	Recognize the difference between for-profit and nonprofit organizations	
	Distinguish between the public and private sectors	
	Note the types of businesses in the industrial market	
	Assessment Chapter 5	
	Chapter 12: Preparing for the Sale	
11	Define selling and different types of selling situations	SE: 017
	Explain the purpose and goals of selling	SE: 017
	Define consultative selling	SE: 067
12	Differentiate between rational and emotional buying motives	SE: 883
	List three levels of customer decision making	SE: 811
	Name sources of product information	SE: 062, SE: 067
	Explain the main focus of preparation in business-to-business selling and in retail selling	
	Assessment Chapter 12	
	Chapter 13: Initiating the Sale	
13	List the seven steps of a sale	SE: 048
	Explain the importance and purposes of the approach in the sales process	SE: 869
	Demonstrate how business-to-business sales representatives conduct the initial approach	SE: 869
	Name three methods for making the initial approach in retail sales	SE: 869
	Explain why determining needs is an essential step in the sales process	SE: 810
	List three methods for determining needs	SE: 111
	Assessment Chapter 13	
	Chapter 14: Presenting the Product	
14	Describe the goal of product presentation	SE: 114, SE: 893
	List four techniques that create a lively and effective product presentation	SE: 874
	Distinguish objections from excuses	SE: 811
	Explain the five buying decisions on which common objections are based	SE: 874
	Demonstrate the general four-step method for handling customer objections	SE: 874
	List seven specific methods of handling objections and note when each should be used	
	Assessment Chapter 14	
	Chapter 15: Closing the Sale	
15	Identify customer buying signals	SE: 895
	List a few rules for closing a sale	SE: 895
	Select appropriate specialized methods for closing a sale	SE: 895
	Explain the importance of suggestion selling	SE: 875
	List the rules for effective suggestion selling	SE: 871
	Demonstrate appropriate specialized suggestion selling methods	SE: 871
	Discuss strategies for maintaining and building clientele	SE: 828
	Explain the importance of customer service and follow-up	SE: 076
	Explain the concept of customer relationship management	SE: 076
	Assessment Chapter 15	
	Chapter 16: Using Math in Sales	
16	List all types of retail sales transactions	FI: 058
	Process purchases, returns, and exchanges	FI: 058
	Generate and process sales documentation	MA: 090
17	Calculate sales tax, discounts and shipping charges	MA: 089

18	Name the functions of cash registers and point-of-sale (POS) terminals Explain the uses for Universal Product Codes (UPCs) Make change Make change Assessment Prepare purchase orders and invoices Explain delivery terms	MA: 095 MA: 386 MA: 090
19	**Review for Final and FINAL**	