

PLANNED INSTRUCTION

A PLANNED COURSE FOR:

Sales, Distribution, and Marketing Operations

**Curriculum writing committee:
Jeffrey Luhrs**

Grade Level: 10, 11, 12

Date of Board Approval: _____

DELAWARE VALLEY SCHOOL DISTRICT

PLANNED INSTRUCTION

Title of Planned Instruction: Marketing/Business Education

Subject Area: CTE

Grade Level: 10, 11, 12

Course Description:

The three-year instructional Marketing CTE Program of study provides students with a dynamic and engaging curriculum that explores key topics such as entrepreneurship, marketing strategies, finance, management, and economics. Through hands-on projects and real-world applications, students gain a strong foundation in business principles while developing critical thinking and problem-solving skills that will set them apart in today's competitive market. Our Business and Marketing CTE program provides students with a dynamic and engaging curriculum that explores key topics such as entrepreneurship, marketing strategies, finance, management, and economics. Through hands-on projects and real-world applications, students gain a strong foundation in business principles while developing critical thinking and problem-solving skills that will set them apart in today's competitive market.

POS-52.181 Sales, Distribution and Marketing Operations, General

Time/Credit for the Course: 2 SEMESTERS, 3 PERIODS PER DAY, 3 CREDITS

Curriculum Writing Committee: Jeff Luhrs

Total Points: Sales, Distribution, Marketing Operations

Chapter Tests	40%
Mid-Chapter Check Point	30%
Homework/Classwork	10%
Quizzes	20%
Total	100%

Curriculum Map

Overview: Level 1 - Overview with time range in days:

Introduction to Marketing, Introduction to Digital Media Content, Customer Service, Marketing Plan, School Store
180 days

Level 1 - Goals:

Understanding of:

Marketing Plan
Business Basics
Ethics and Social Responsibility
Researching a Marketing Plan
Developing a Marketing Plan
Business Plan
Mission Statement
SMART Goal
Marketing Tactic
Budget
Metrics
Business Types
Advertising and Marketing Law
Federal Trade Commission (FTC)
False Advertising
Antitrust Laws
Bankruptcy
Social Responsibility
Philanthropy
Socially Responsible Marketing
Economics
Factors of Production
Entrepreneurship
Gross Domestic Product
Consumer Price Index
Stock Market
Creating Marketing Content for Delaware Valley School District

Level 2- Goals: Overview with time range in days:

Price, Product, Place, Promotion, Branding, Supply Chain Management, School Store
180 days

Understanding of:

Consumer Behavior
Hierarchy of Needs
Consumer Decision-Making Process
Personal Budget and Finance
Product Mix
Product Line
Warranty
Guarantee
Packaging
Brand
Virtual Test Markets
Product Life Cycle
Logo
Trade Character
Tagline/Jingle
Brand Identity / Brand Loyalty
Trademark
Pricing Objective
Return on Investment (ROI)
Net Profit
Pricing Strategies
Price Mix
Bait and Switch
Deceptive vs. Predatory Pricing
Supply Chain
Channels of Distribution
Purchasing Process
Inventory Management
Point-of-Sale (POS)
Warrior Pride School Store

Level 3 - Goals: Overview with time range in days:

Management, Leadership, Professionalism, Resume Building, College/Career Prep
180 days

Understanding of:

Management
Strategic Planning

Leadership
Staffing
Financial Planning
Accounting
Soft Skills
Professionalism
Work Ethic
Stress Management
Work-Life Balance
Teamwork
Collaboration
Constructive Criticism
Conflict Resolution
Communication Process
Active Listening
Self- Assessment
Business Operations
Business Funding
Loan Application
Cosigner
Preparing for Your Education
Internships
Scholarships
NOCTI Prep
Personal Brand
Networking
Resume Building
Job Interview
Digital Citizenship
Preparing for Your Career

Big Ideas:

Big Idea #1 : Career management is a lifelong process that requires purposeful planning based on research, self-knowledge, and informed choices.

Standards: 15.1.12.A, 15.2.12.A, 15.2.12.B

Big Idea #2: Computer technology is a data management and communication tool essential for business and personal productivity, problem solving, and decision making in the global world.

Standards: 15.4.12.A, 15.4.12.E, 15.4.12.F, 15.4.12.I

Big Idea #3: Marketing is the process of creating, communicating, delivering, and exchanging products or services that have value for customers, clients, and society.

Standards: 15.9.12.B, 15.9.12.C, 15.9.12.E, 15.9.12.F, 15.9.12.M, 15.9.12.J, 15.9.12.K

Big Idea #3: Management is the process of effectively using resources to plan, organize, control, and lead.

Standards: 15.8.12.A, 15.8.12.F, 15.8.12.H, 15.8.12.P, 15.8.12.G, 15.8.12.M, 15.8.12.D, 15.8.12.N

Big Idea #4: Finance and Economics is managing personal and business assets to make informed decisions about the acquisition, production, and consumption of goods and services.

Standards: 15.6.12.A, 15.6.12.F, 15.6.12.G, 15.6.12.B, 15.6.12.R, 15.6.12.Q

Textbook and Supplemental Resources:

- Marketing Dynamics, 4th Edition, Clark, Basteri, Gassen, Walker, Goodheart/Wilcox, 2019
- Social Media Marketing, 2nd Edition, Barker, Barker, Bormann, Zahay, Roberts, Cengage, 2017
- Marketing Dynamics companion website: www.m-gwlearning.com
- Century 21 Accounting 10e, Gilbertson, Lehman, Gentene, Cengage Learning, 2014
- Microsoft Office Suite
- Virtual Business: Management; Retailing, Personal Budget and Finance
- Internet
- Teacher Prepared Handouts
- Smart Board
- Computers
- Xerox
- Scanner
- Cricut Expression Machine
- Square Up Point of Sale (POS)
- Canon Poster Printers
- Heat Press
- Sony FX3 Camera
- Canon X40 Camera
- Laminator
- Paper Shredder
- Job Shadowing
- Internships
- Business Field Trips
- Digital/Video Camera
- PowerPoint Presentations
- Canva Presentations
- Digital Scoreboard Content
- Guest Speakers
- OSHA 10 Certification
- Microsoft Office Suite Certification
- NOCTI Prep and Test
- School Store

Standard Number - Secondary Competency Task List

100 INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS

101 Identify and explain seven functions of marketing.

102 Identify and explain economic utilities.

103 Identify and explain the components of the marketing mix.

104 RESERVED

105 Examine the role of business in society.

106 Examine the global environment in which businesses operate.

107 RESERVED

108 Explain the concept of target marketing and market segmentation.

200 PRICING AND RETAIL MATH

201 Process sales documentation and employee records for a business.

202 Calculate correct change for customer transaction.

203 Calculate sales tax and discounts.

204 Perform an opening/closing reconciliation of a cash drawer.

205 RESERVED

206 Calculate profit, markup and markdown.

207 Calculate prices for merchandise using pricing strategies.

208 RESERVED

300 EXPLORING CAREER DEVELOPMENT OPPORTUNITIES

301 Prepare a résumé for a specific job in Marketing or Business.

302 Prepare a letter of application for a specific job in the field of Marketing or Business.

303 Complete a job application for a specific job in the field of Marketing or Business.

- 304 Prepare for a job interview in the field of Marketing and Business.
- 305 Research career and educational opportunities in Marketing and Business.
- 306 Demonstrate and practice networking skills.

- 400 TECHNOLOGY APPLICATIONS
- 401 Prepare marketing documents using technology.
- 402 RESERVED
- 403 Create projects using multimedia sources and applications.
- 404 Research trends in marketing technology.

- 500 COMMUNICATIONS IN MARKETING
- 501 RESERVED
- 502 Communicate effectively within the workplace.
- 503 Demonstrate ability to read and comprehend written communications.
- 504 Create a variety of written business communications utilized in the workplace.
- 505 RESERVED
- 506 RESERVED
- 507 Prepare and deliver a marketing related presentation.
- 508 RESERVED
- 509 Interpret nonverbal communications.

- 600 RESERVED
- 601 RESERVED
- 602 RESERVED
- 603 RESERVED
- 604 RESERVED

605 RESERVED

606 RESERVED

607 RESERVED

700 MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING

701 RESERVED

702 Identify and define methods of conducting marketing research.

703 Explain the use of technology in customer relationship management.

704 Compare primary and secondary marketing research data.

705 Use marketing research data to make recommendations and decisions.

800 BUSINESS MANAGEMENT AND ADMINISTRATION

801 Compare the different forms of business ownership.

802 Research safety concerns in the marketing and business industry.

803 Analyze the nature of risk management.

804 RESERVED

805 Explain the nature of business ethics.

900 SELLING GOODS AND SERVICES

901 Identify the steps of a sale.

902 Demonstrate greeting and approaching a customer.

903 Create probing questions to determine customer needs.

904 Demonstrate feature-benefit selling.

905 Demonstrate suggestion selling.

906 Close a customer sale.

907 Perform a sales presentation for a good or service.

- 908 RESERVED
- 909 RESERVED
- 910 RESERVED
- 911 Follow and interpret sales policies to customers.
- 912 Demonstrate methods of handling sales objections.

- 1000 ADVERTISING AND PROMOTING GOODS AND SERVICES
- 1001 Explain the importance of promotion, and how it serves consumers.
- 1002 Design projects that utilize principles of visual merchandising.
- 1003 Identify the different types of advertising media.
- 1004 Create a promotional mix.
- 1005 Identify the major elements of a print advertisement.
- 1006 RESERVED
- 1007 RESERVED
- 1008 Write advertising slogans.
- 1009 Differentiate between promotional advertising and institutional advertising.
- 1010 RESERVED
- 1011 Distinguish between advertising and publicity.
- 1012 RESERVED
- 1013 RESERVED
- 1014 Create a promotional project.

- 1100 PROVIDING PERSONALIZED CUSTOMER SERVICE
- 1101 Describe the benefits of customer service.
- 1102 RESERVED
- 1103 Demonstrate the use of effective face-to-face communication with customers.

- 1104 Develop a rapport with customers.
- 1105 Solve customer problems.
- 1106 RESERVED
- 1107 Handle difficult customers.
- 1108 RESERVED
- 1109 RESERVED
- 1110 Exhibit positive customer relations.
- 1111 Develop a customer service policy statement.

- 1200 CHANNEL MANAGEMENT
- 1201 Identify and explain the channels of distribution.
- 1202 Distinguish and select channel of distribution for a product.
- 1203 Describe types of inventory control.
- 1204 Receive and inspect merchandise.
- 1205 Identify the purpose and importance of purchasing procedures.

- 1300 RESERVED
- 1301 RESERVED
- 1302 RESERVED
- 1303 RESERVED
- 1304 RESERVED

- 1400 ECONOMICS
- 1401 RESERVED
- 1402 Describe economic goods and services.
- 1403 Examine economic resources.

- 1404 Identify and discuss supply and demand factors ~~in pricing.~~
- 1405 RESERVED
- 1406 RESERVED
- 1407 Compare types of economic systems.

- 1500 PRODUCT/SERVICE MANAGEMENT
- 1501 Identify the difference between national and private brands.
- 1502 Explain the nature of product/service branding.
- 1503 Identify the elements of branding and packaging.
- 1504 Develop strategies to position a product/business.

Checklist to Complete and Submit:
(Scan and email)

- _____ **Copy of the curriculum using the template entitled “Planned Instruction,” available on the district website.**

- _____ **The primary textbook form(s).**

- _____ **The appropriate payment form, in compliance with the maximum curriculum writing hours noted on the first page of this document.**

Each principal and/or department chair has a schedule of First and Second Readers/Reviewers. Each Reader/Reviewer must sign & date below.

First Reader/Reviewer Printed Name _____

First Reader/Reviewer Signature _____ **Date** _____

Second Reader/Reviewer Printed Name _____

Second Reader/Reviewer Signature _____ **Date** _____

