

# **PLANNED INSTRUCTION**

## **A PLANNED COURSE FOR:**

**Sales, Distribution, and Marketing Operations**

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**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**

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

# **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](http://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** \_\_\_\_\_

