

Fundamentals of Marketing

Media Type: Video
Duration: 36 minutes

Goal: To illustrate the marketing concept and communicate the basic elements which contribute to successful marketing.

Description: Marketing is an important component of business. One must understand how marketing can influence and enhance business operations. This presentation outlines the marketing concept and discusses how a business can successfully market to customers.

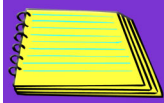
Objectives:

1. To define marketing and discuss its seven functions.
2. To describe the marketing mix and how each element of the marketing mix contributes to successful marketing.
3. To differentiate mass marketing and market segmentation.
4. To illustrate the importance of target markets.
5. To discuss the types of market research and their importance to marketing.
6. To demonstrate types of customer motivation and decision-making.
7. To discuss goals, objectives, strategies and tactics and way they contribute to marketing.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	<ul style="list-style-type: none"> • Reasoning • Problem solving • Real-life applications
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none"> • Editing/proofreading • Descriptive, informative, creative and persuasive writing • Organizing logical arguments • Brainstorming • Vocabulary enhancement
	<i>Analysis of Text, Literature and Information</i>	<ul style="list-style-type: none"> • Critical thinking • Creative thinking • Expression of thoughts and ideas • Communication skills • Developing listening and comprehension skills • Creating visual representations
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> • Utilizing document processing software • Utilizing presentation processing software • Internet-based research
Science	<i>Scientific Thinking and Investigating</i>	<ul style="list-style-type: none"> • Critical thinking and scientific problem solving • Analytical skills • Collecting data • Technology-based research • Classification/organization skills

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Lesson Plan

Class 1: Begin the class by asking students how they define marketing. Distribute the *Vocabulary Handout, Marketing & the Economy Student Handout* and *Worksheet* for students to use as reference materials. Show the *Marketing Defined* segment. Have students complete the *Seven Functions of Marketing Activity* and the *Assessment*.



6 min.

Class 2: Begin class by asking what elements students think play a role in marketing. Remind students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *The Marketing Mix* segment. Assign the *The Marketing Mix Applied Project* to be turned in during Class 5. Have students complete the *Assessment*.



3 min.

Class 3: Begin class by reminding students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Mass Marketing & Market Segmentation* segment. Have students complete the *Segmenting Your School Activity* and the *Assessment*.



7 min.

Class 4: Begin class by reminding students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Marketing Research* segment. Assign the *Research Design Project* to be presented during Class 6. Have students complete the *Media Comparison Activity*.



13 min.

Class 5: Begin class by collecting the *Marketing Mix Applied Project*. Remind students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Marketing Planning* segment. Assign the *Marketing Planning Paper Project* to be turned in at the end of Class 7. Have students complete the *Assessment*.



7 min.

Class 6: Have students present their *Research Design Projects*. If time allows, give students the opportunity to work on the *Marketing Planning Paper Project*.

Class 7: Begin class by allowing students time to work on the *Marketing Planning Paper Project*. Have students complete the *Final Assessment* and turn in the *Marketing Planning Paper Project* at the end of class.



Lesson Links

American Marketing Association

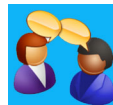
- <http://www.marketingpower.com>

Center for Strategic Planning

- <http://www.planonline.org>

Marketing Teacher

- <http://www.marketingteacher.com>



Career & Technical Student Organizations

Business Professionals of America

- Global Marketing Team
- Management/Marketing/Human Resources Concepts—Open Event

DECA

- Principles of Marketing
- Marketing Communications Team Decision Making
- Marketing Management Series
- Creative Marketing Project

Future Business Leaders of America

- Marketing—Modified
- Introduction to Business Communication



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50116, Tanya Bishop, Assistant Vice President & Marketing Director, First AG Credit
- iCEV50527, David Werner, Vice President of Marketing, Ben E. Keith
- iCEV50357, Jane Bodman-Converse, President/Owner, Converse Marketing
- iCEV50174, Javier Moreno, Communications and Marketing, Toyota

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Lab Activities

Seven Functions of Marketing

Directions:

Students must understand how marketing contributes to business. Students will match each of the seven functions of marketing to its definition. Then students will choose a product or service and identify how each function of marketing applies to it.

Segmenting Your School

Directions:

Students should be able to apply their knowledge concerning market segmentation. Students will work in pairs. Considering the school as the mass market, students will identify at least five possible methods of segmenting the student population. Each pair will then create a poster describing each method and an advantage and disadvantage of each method. Posters should be displayed in the classroom after being turned in.

Vocabulary Flash Cards

Directions:

Understanding marketing terms is an important part of being able to apply the marketing concept. Students should bring index cards to class, and will use them to create flash cards for the vocabulary terms. Students should write a vocabulary term on one side of each card and the term's definition on the other side. Have students get into groups of two or three to practice identifying the definition when shown the word and the word when shown the definition.

Media Comparison

Directions:

Students will write a brief description of various types of media they would use to research and impact each given audience.



Projects

The Marketing Mix Applied

Directions:

It is important for students to understand the marketing mix as it applies to various products and services. Students will imagine they are starting a new company. They will each write a 400-word paper which outlines the marketing mix, or four Ps, for the business. Discussion of how each element of the marketing mix will contribute to the business' success should be included, as well as any possible pitfalls of each element. They should also research and report on the marketing mix of at least one existing company which would be a competitor.

Research Design

Directions:

Research design allows students to apply their market research knowledge. Students will work in groups of four and will choose a local business for which they will pretend to market. They should identify the business's target market and determine what they need to know about this target market to successfully market to it. They will design a research project to discover something specific about the target market (for example, attitudes, behaviors or motivations). They will make a Microsoft® PowerPoint® presentation which includes the question to be answered by the research project, methodology to be used, the research instrument, instructions for proper execution, and a method for evaluating results. Each group will then present their project to the class.

Marketing Planning Paper

Directions:

Goals, objectives, strategies and tactics play a large role in marketing planning, so students should be able to construct each. Students will work in the same groups of four from the *Research Design Project* and will consider the same business chosen for the *Research Design Project*. They will determine two marketing goals for this business and expand on each goal with at least two objectives. Each objective should have a corresponding strategy for accomplishing it, and each strategy should be detailed with two tactics. Students will present their decisions in a 750-word paper which describes goals, objectives, strategies and tactics, as well as the justification for each.

