



# Park Hill School District

Building Successful Futures • Each Student • Every Day

## Marketing Internship Curriculum

**Course Description:** Supervised Marketing Employment, also known as Marketing Internship, is a unique program that combines classroom instruction, cooperative work experience, and student activities in DECA. The program is structured to include all three integral components to teach the core curriculum in the context of real-life experiences, and to provide the opportunity for students to grow both professionally and personally. Students are placed in employment that directly contributes to the development of the competencies necessary for successful employment in the field of marketing. The student must be concurrently enrolled in a marketing course to be accepted into the program.

### Scope and Sequence:

Timeframe	Unit	Instructional Topics
18 weeks	Marketing Strategies	Topic 1: Marketing Topic 2: Economics Topic 3: Promotion Topic 4: Channel Management Topic 5: Pricing Topic 6: Product/Service Management
18 weeks	Marketing Operations	Topic 1: Ethics and Legal Responsibilities Topic 2: Human Resources Management Topic 3: Market Planning Topic 4: Marketing Information Management Topic 5: Professional Development Topic 6: Selling

## Unit 1: Marketing Strategies

**Subject:** Supervised Marketing Experience

**Grade:** 12

**Name of Unit:** Marketing Strategies

**Length of Unit:** 1 semester

**Overview of Unit:** Students will study marketing strategies at their current place of employment/training station. Specific topics include marketing, economics, promotion, channel management, pricing, and product/service management.

### Performance Elements for unit:

- MKC05.05.01 Describe marketing's role and function in business.
- MKC01.02.01 Describe fundamental economic concepts used in marketing.
- MKC10.10.01 Acquire a foundational knowledge of promotion to understand its nature and scope.
- MKC10.05.01 Acquire foundational knowledge of channel management to understand its role in marketing.
- MKC10.08.01 Develop a foundational knowledge of pricing to understand its role in marketing.
- MKC10.09.01 Acquire a foundational knowledge of product/service management to understand its nature and scope.

### Performance Indicators for unit:

- MK:002, MK LAP 1 Describe marketing functions and related activities
- EC:004, EC LAP 13 Determine economic utilities created by business activities
- PR:002, PR LAP 4 Explain the types of promotion
- CM:004 Describe the use of technology in the channel management function
- PI:001, PI LAP 2 Explain the nature and scope of the pricing function
- PM:024 Identify the impact of product life cycles on marketing decisions

Unwrapped Concepts (Students need to know)	Unwrapped Skills (Students need to be able to do)	Bloom's Taxonomy Levels	Webb's DOK
Marketing's role and function in business	Describe	Understand	1
fundamental economic concepts used in marketing	Describe	Understand	1
Nature and scope of promotion	Acquire	Understand	1
Role of channel management in marketing	Acquire	Understand	1
Role of pricing in marketing	Develop	Understand	1

Nature and scope of product/service management	Acquire	Understand	1
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**Essential Questions:**

1. Why are the Seven Functions of Marketing important?
2. How do the Economic Utilities add value?
3. What are the elements of the Promotional Mix?
4. Why is Channel Management a part of the scope of marketing?
5. How are pricing decisions essential to marketing plans?
6. How do products follow a life cycle?

**Enduring Understanding/Big Ideas:**

1. The seven functions of marketing include market planning, marketing information management, selling, promotion, channel management, financing and pricing.
2. The economic utilities add value to products through form, time, place, possession and information.
3. Elements of the promotional mix include Sales Promotion, Advertising, Publicity, Direct Marketing and Personal Selling
4. Channel Management decisions include determination of where to sell the product and how to best get the products to customers in demand.
5. Pricing determines how you want the market to see your product. It determines how you position your product against the competition.
6. The stages of the Product Life Cycle are Introduction, Growth, Maturity and Decline.

**Unit Vocabulary:**

Academic Cross-Curricular Words	Content/Domain Specific
	Advertising Marketing Information Management Financing Pricing Sales Promotion Personal Selling Publicity Public Relations Economic Utility Direct Marketing Market Planning Growth Maturity Decline

## Topic 1: Marketing

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Marketing

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC05.05.01 Describe marketing's role and function in business.

*Performance Indicator:*

- MK:002, MK LAP 1 Describe marketing functions and related activities

**Detailed Description/Instructions:** Describe how the functions of marketing are demonstrated at your training station.

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 2: Economics

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Economics

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC01.02.01 Describe fundamental economic concepts used in marketing.

*Performance Indicator:*

- EC:004, EC LAP 13 Determine economic utilities created by business activities

**Detailed Description/Instructions:** Provide examples of the economic utilities from your training station and explain how each provides value.

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 3: Promotion

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Promotion

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.10.01 Acquire a foundational knowledge of promotion to understand its nature and scope.

*Performance Indicator:*

- PR:002, PR LAP 4 Explain the types of promotion

**Detailed Description/Instructions:** Sales promotion activities invite, persuade, encourage, and stimulate trade and are an important part of the marketing mix for any organization. Next to each of the listed elements of promotion, list at least three activities (for each) that your job site is using or has used in the past. Include advertising, publicity, sales promotion, visual merchandising, and public relations.

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 4: Channel Management

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Channel Management

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.05.01 Acquire foundational knowledge of channel management to understand its role in marketing.

*Performance Indicator:*

- CM:004 Describe the use of technology in the channel management function

**Detailed Description/Instructions:** Investigate the potential risks or hazards that could happen to the products and inventory your training station offers. What are those? What actions does your employer take to protect the inventory? What can you do to prevent the destruction or breakage of products?

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 5: Pricing

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Pricing

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.08.01 Develop a foundational knowledge of pricing to understand its role in marketing.

*Performance Indicator:*

- PI:001, PI LAP 2 Explain the nature and scope of the pricing function

**Detailed Description/Instructions:** Consider the products and services you sell at your training station. Provide examples of other companies who sell similar products and services. Identify which are based on price competition and those that compete on factors other than price.

**Bloom's Levels:** Apply

**Webb's DOK:** 2



## Topic 6: Product/Service Management

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Product/Service Management

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.09.01 Acquire a foundational knowledge of product/service management to understand its nature and scope.

*Performance Indicator:*

- PM:024 Identify the impact of product life cycles on marketing decisions

**Detailed Description/Instructions:** Choose two products that you sell at your training station. Identify which stage of the life cycle they are in. How long do you think they have been at those stages? How long do you think they will stay there?

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Engaging Scenario

**Engaging Scenario** (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will complete a reflection paper that includes self-evaluation, challenges, and a plan for personal improvement.

Students will also complete a “Picture Me On the Job” slideshow including photographs of the student at work. The student should document interactions with customers, colleagues, on-site, etc.

Finally, students will document their final hours worked, pay, and future plans with their job.

## Summary of Engaging Learning Experiences for Topics

<b>Topic</b>	<b>Engaging Experience Title</b>	<b>Description</b>	<b>Suggested Length of Time</b>
Marketing	Instructional Management Plan for Marketing	Describe how the functions of marketing are demonstrated at your training station.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Economics	Instructional Management Plan for Economics	Provide examples of the economic utilities from your training station and explain how each provides value.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Promotion	Instructional Management Plan for Promotion	Sales promotion activities invite, persuade, encourage, and stimulate trade and are an important part of the marketing mix for any organization. Next to each of the listed elements of promotion, list at least three activities (for each) that your job site is using or has used in the past. Include advertising, publicity, sales promotion, visual merchandising, and public relations.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Channel Management	Instructional Management Plan for Channel Management	Investigate the potential risks or hazards that could happen to the products and inventory your training station offers. What are those? What actions does your employer take to protect the inventory? What can you do to prevent the destruction or breakage of products?	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

Pricing	Instructional Management Plan for Pricing	Consider the products and services you sell at your training station. Provide examples of other companies who sell similar products and services. Identify which are based on price competition and those that compete on factors other than price.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Product/Service Management	Instructional Management Plan for Product/Service Management	Choose two products that you sell at your training station. Identify which stage of the life cycle they are in. How long do you think they have been at those stages? How long do you think they will stay there?	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

## Unit 2: Marketing Operations

**Subject:** Supervised Marketing Employment

**Grade:** 12

**Name of Unit:** Marketing Operations

**Length of Unit:** 1 semester

**Overview of Unit:** Students will study the operations of marketing at their current place of employment/training station. Topics in this unit include ethics and legal responsibilities, human resource management, market planning, marketing information management, professional development, and selling.

### Performance Elements for unit:

- MKC08.01.04 Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
- MKC05.04.01 Understand the role and function of human resources management in marketing.
- MKD10.07.01 Employ marketing-information to develop a marketing plan.
- MKC10.06.02 Understand marketing-research activities to show command of their nature and scope.
- MKC09.01.02 Acquire self-development skills for success in marketing careers.
- MKC10.11.02 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

### Performance Indicators for unit:

- BL:001 Describe legal issues affecting businesses
- HR:410 Discuss the nature of human resources management
- MP:010 Conduct SWOT analysis for use in the marketing planning process
- IM:281 Explain research techniques
- PD:018, HR LAP 6 Set personal goals
- SE:109, SE LAP 113 Analyze product information to identify product features and benefits

Unwrapped Concepts (Students need to know)	Unwrapped Skills (Students need to be able to do)	Bloom's Taxonomy Levels	Webb's DOK
Nature and scope of business laws and regulations	Acquire	Understand	1
Function of human resource management in marketing	Understand	Understand	1
Marketing information management in a plan	Employ	Apply	2

Nature and scope of marketing research	Understand	Understand	1
Self-development plan for marketing career	Acquire	Apply	2
Product knowledge of features and benefits	Acquire	Understand	1

**Essential Questions:**

1. How have unethical acts impacted businesses?
2. Why are Human Relations important in a business?
3. How do you complete a SWOT Analysis?
4. Why is it important for a business to have reliably market information?
5. Why is it important to have a professional development plan?
6. What are the benefits of keeping a customer satisfied?

**Enduring Understanding/Big Ideas:**

1. Businesses that act unethically have caused financial destruction.
2. Businesses must make good decisions when hiring the right people to work for them.
3. A SWOT Analysis is a way for businesses to evaluate themselves by determining their Strengths, Weaknesses, Opportunities and Threats.
4. It is important for a business to have reliably market information and make strategic decisions based on that information for continued success.
5. You need to have a plan for growth so you have goals to strive for and a plan to achieve them.
6. Satisfied customers continue to come back to your business over and over as well as recommend your business to others.

**Unit Vocabulary:**

Academic Cross-Curricular Words	Content/Domain Specific
	Ethics Licenses Permits Interpersonal Skills Communication SWOT Analysis Marketing Plan Market Research Survey Focus Group

	<p>Goals</p> <p>Professional Development Plan</p> <p>Features</p> <p>Benefits</p> <p>Customer Satisfaction</p>
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## Topic 1: Ethics and Legal Responsibilities

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Ethics

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC08.01.04 Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

*Performance Indicator:*

- BL:001 Describe legal issues affecting businesses

**Detailed Description/Instructions:** Complete a checklist of licenses and government regulations that your training station must abide by. Why are these important?

**Bloom's Levels:** Apply

**Webb's DOK:** 2



## Topic 2: Human Resources Management

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Human Resources Management

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC05.04.01 Understand the role and function of human resources management in marketing.

*Performance Indicator:*

- HR:410 Discuss the nature of human resources management

**Detailed Description/Instructions:** Ask your employer to identify six to ten characteristics of an effective employee. Categorize those characteristics of an effective employee. Categorize those characteristics as *a business understanding*, *an interpersonal skill*, or *a communication skill*. Were there any characteristics that did not fit into one of those three categories? Which characteristic was regarded as most important to your employer? Why?

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 3: Market Planning

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Market Planning

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKD10.07.01 Employ marketing-information to develop a marketing plan.

*Performance Indicator:*

- MP:010 Conduct SWOT analysis for use in the marketing planning process

**Detailed Description/Instructions:** Develop a SWOT analysis for your training station. Include internal and external factors. Present your information in a chart.

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 4: Marketing Information Management

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Marketing Information Management

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.06.02 Understand marketing-research activities to show command of their nature and scope.

*Performance Indicator:*

- IM:281 Explain research techniques

**Detailed Description/Instructions:** Create a customer satisfaction survey for your training station. Include at least five questions and a measurement scale. How many will you disseminate the survey? What will you do with the information gathered?

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 5: Professional Development

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Professional Development

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC09.01.02 Acquire self-development skills for success in marketing careers.

*Performance Indicator:*

- PD:018, HR LAP 6 Set personal goals

**Detailed Description/Instructions:** The purpose of a professional development plan is to identify specific learning goals and provide a structure for professional growth. Personal Professional Development plans provide tools necessary to guide students through a continuous lifelong learning process. Answer the following questions regarding your own professional development plan.

1. What I want to accomplish and the skills and knowledge I want to acquire during my internship experience are:
2. The barriers and obstacles that might prevent me from accomplishing my goals are
3. The strategies I will employ to overcome obstacles and barriers are:
4. The resources that I have available to help me accomplish my goals are:

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Topic 6: Selling

### **Engaging Experience 1**

**Title:** Instructional Management Plan for Selling

**Suggested Length of Time:** 2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

### **Standards Addressed**

*Performance Element:*

- MKC10.11.02 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

*Performance Indicator:*

- SE:109, SE LAP 113 Analyze product information to identify product features and benefits

**Detailed Description/Instructions:** Create a feature benefit chart for a product or service your training station sells. Include at least three of each. Explain how you translate features into benefits for customers.

*OR*

Create an objection analysis sheet for a product or service that your training station sells.

*OR*

Choose a product or service from your training station, and list and describe three items you could suggestively sell with it.

**Bloom's Levels:** Apply

**Webb's DOK:** 2

## Engaging Scenario

**Engaging Scenario** (An Engaging Scenario is a culminating activity that includes the following components: situation, challenge, specific roles, audience, product or performance.)

Students will complete a reflection paper that includes self-evaluation, challenges, and a plan for personal improvement.

Students will also complete a “Picture Me On the Job” slideshow including photographs of the student at work. The student should document interactions with customers, colleagues, on-site, etc.

Finally, students will document their final hours worked, pay, and future plans with their job.

## Summary of Engaging Learning Experiences for Topics

Topic	Engaging Experience Title	Description	Suggested Length of Time
Ethics and Legal Responsibilities	Instructional Management Plan for Ethics	Describe how the functions of marketing are demonstrated at your training station.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Human Resource Management	Instructional Management Plan for Human Resources Management	Ask your employer to identify six to ten characteristics of an effective employee. Categorize those characteristics of an effective employee. Categorize those characteristics as <i>a business understanding</i> , <i>an interpersonal skill</i> , or <i>a communication skill</i> . Were there any characteristics that did not fit into one of those three categories? Which characteristic was regarded as most important to your employer? Why?	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Market Planning	Instructional Management Plan for Market Planning	Develop a SWOT analysis for your training station. Include internal and external factors. Present your information in a chart.	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Marketing Information Management	Instructional Management Plan for Marketing Information Management	Create a customer satisfaction survey for your training station. Include at least five questions and a measurement scale. How many will you disseminate the survey? What will you do with the information gathered?	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)

Professional Development	Instructional Management Plan for Professional Development	<p>The purpose of a professional development plan is to identify specific learning goals and provide a structure for professional growth. Personal Professional Development plans provide tools necessary to guide students through a continuous lifelong learning process. Answer the following questions regarding your own professional development plan.</p> <ol style="list-style-type: none"> <li>1. What I want to accomplish and the skills and knowledge I want to acquire during my internship experience are:</li> <li>2. The barriers and obstacles that might prevent me from accomplishing my goals are</li> <li>3. The strategies I will employ to overcome obstacles and barriers are:</li> <li>4. The resources that I have available to help me accomplish my goals are:</li> </ol>	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)
Selling	Instructional Management Plan for Selling	<p>Create a feature benefit chart for a product or service your training station sells. Include at least three of each. Explain how you translate features into benefits for customers.</p> <p style="text-align: center;"><i>OR</i></p> <p>Create an objection analysis sheet for a product or service that your training station sells.</p> <p style="text-align: center;"><i>OR</i></p> <p>Choose a product or service from your training station, and list and describe three items you could suggestively sell with it.</p>	2 weeks (one day for introduction; two weeks to apply to job and complete virtual coursework)



# Unit of Study Terminology

**Appendices:** All Appendices and supporting material can be found in this course's shell course in the District's Learning Management System.

**Assessment Leveling Guide:** A tool to use when writing assessments in order to maintain the appropriate level of rigor that matches the standard.

**Big Ideas/Enduring Understandings:** Foundational understandings teachers want students to be able to discover and state in their own words by the end of the unit of study. These are answers to the essential questions.

**Engaging Experience:** Each topic is broken into a list of engaging experiences for students. These experiences are aligned to priority and supporting standards, thus stating what students should be able to do. An example of an engaging experience is provided in the description, but a teacher has the autonomy to substitute one of their own that aligns to the level of rigor stated in the standards.

**Engaging Scenario:** This is a culminating activity in which students are given a role, situation, challenge, audience, and a product or performance is specified. Each unit contains an example of an engaging scenario, but a teacher has the ability to substitute with the same intent in mind.

**Essential Questions:** Engaging, open-ended questions that teachers can use to engage students in the learning.

**Priority Standards:** What every student should know and be able to do. These were chosen because of their necessity for success in the next course, the state assessment, and life.

**Supporting Standards:** Additional standards that support the learning within the unit.

**Topic:** These are the main teaching points for the unit. Units can have anywhere from one topic to many, depending on the depth of the unit.

**Unit of Study:** Series of learning experiences/related assessments based on designated priority standards and related supporting standards.

**Unit Vocabulary:** Words students will encounter within the unit that are essential to understanding. Academic Cross-Curricular words (also called Tier 2 words) are those that can be found in multiple content areas, not just this one. Content/Domain Specific vocabulary words are those found specifically within the content.