



# Marketing

Concept	Curriculum Expectation	Education Resources
Marketing Objectives	Analyze the relationship between marketing and other venture decisions	<b>You're IN Business</b> Lesson 4 (pp 44-50)
	Distinguish retail marketing from other forms of marketing	
	Describe the decisions that must be made when completing a marketing plan	
Analyzing Marketing Strategies	Evaluate the strengths and weaknesses of the marketing strategy, and revise as necessary	<b>You're IN Business</b> Lesson 4C (pp 48-50)
Marketing Strategies	Devise a promotional strategy, within a predetermined budget, for a particular venture	<b>You're IN Business</b> Lesson 4 (pp 44-50)
	Create and justify a marketing strategy for a specific target market	
	Describe how organizations make decisions about product place, price and promotion	
The Marketing Mix	Explain the factors involved in the pricing of goods, services, and events: - Describe the factors that affect the price of products	<b>You're IN Business</b> Lesson 3 – Running the Numbers
	Compare a variety of distribution strategies and the logistics associated with them: - Identify the pricing strategies and policies used to promote the sale of products	
Trends in Marketing	Summarize, on the basis of computer research, career pathways in marketing: - Identify growth areas in the marketing of postsecondary education and employment	<b>You're IN Business</b> Lesson 8 – Careers In Insurance Career Connections Kit Career Talk by Industry Ambassadors
The Marketing Plan	Develop a marketing plan for a good, service, or event	<b>You're IN Business</b> Lesson 4 – Going to Market