COURSE OF STUDY UNIT PLANNING GUIDE
FOR:
BUSINESS LAW AND MARKETING

GRADE LEVEL: 10-12
1 FULL YEAR
5 CREDITS

PREPARED BY:
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KIM SCALANGA

MICHAEL WEBER, ASST. PRINCIPAL
BUSINESS SUPERVISOR

JULY 2018

DUMONT HIGH SCHOOL
DUMONT, NEW JERSEY

BORN DATE: AUGUST 20, 2015
ALIGN TO THE NJSLA AND B.O.E. ADOPTED AUGUST 23, 2018
Business Law/Marketing – Grades 10 – 12 – Full Year – 5 Credits
Business Law teaches students to recognize their rights and responsibilities as workers and citizens in both business and personal relations. This course is designed to help students become responsible citizens and learn that law relates to everything they do. Students should gain a broad background in areas of basic law. The case study method is incorporated into the course.

Marketing is an introduction into the broad field of marketing, its functions in our economic system, and the how and why of marketing research. Marketing is designed to prepare students for entry and advancement in all types of marketing and distribution careers. The focus is on the marketing of various goods and services by all types of commercial establishments. Use of the computer, case studies, and group work are integrated into the course.

Grade Distribution
Tests 30%
Quizzes 20%
Projects - 25%
Homework & Classwork - 20%
Participation - 5%

Marking Period/Final Exams

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<tr>
<th>Full-year Courses</th>
<th>Weighting</th>
<th>Semester Courses</th>
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<tbody>
<tr>
<td>Quarter 1</td>
<td>22.5% of final grade</td>
<td>Quarter 1</td>
<td>45% of final grade</td>
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<td>Quarter 2</td>
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<td>Quarter 3</td>
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<td>Quarter 4</td>
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Course Philosophy
For
BUSINESS LAW & MARKETING

The Business Law class is designed to prepare students’ life-skills, as well as business skills through the understanding of the protections afforded in the legal system. In order to accomplish this, students will apply the knowledge learned in class to objective and open ended tests and quizzes, class work, homework, and real world application problems and projects. Doing so will ensure students gain a full understanding of business law concepts with respect to both theory and their function within society.

Unit Outlines & Pacing Guide

Unit 1 - Law, Justice, and You 9/1 through 9/30
Unit 2 - Legal Forms of Business Organization 10/1 through 10/31
Unit 3 - Contract Law 11/1 through 11/30
Unit 4 - Employment Law 12/1 through 12/31
Unit 5 - The World of Marketing 1/1 through 1/31
Unit 6 - Promotion 2/1 through 2/28
Unit 7 - Distribution 3/1 through 3/31
Unit 8 - Pricing 4/1 through 4/30
Unit 9 - Product & Service Management 5/1 through 6/30
### Unit 1

**Unit Title:** Law, Justice, and You  
**Chapters/Topic Covered:** Laws And Their Ethical Foundation, Constitutional Rights, Criminal Law & Procedure, Civil Law & Procedure  
**Unit Length:** September 1 - September 30

#### Performance Indicators (Standards and Objectives)

- Career Ready Practices: CRP1,2,4,5,8,9,12
  1. Introduce, review and discuss the concept of laws, origins of the legal system, types of laws, and the role of ethics within law.  
  2. Discuss the formation of the Declaration of Independence and its subsequent role in the development of the U.S. Constitution.  
  3. Review and discuss the establishment and elements of the U.S. Constitution.  
  4. Understand the system of checks and balances of governmental powers.  
  5. Explain the various ways to settle disputes both inside and outside of the legal system.  
  6. Identify, compare, and contrast the different levels, responsibilities and powers of the Federal and State court systems.  
  7. Compare and contrast criminal and civil law and substantive and procedural law.  
  8. Name the three elements that make up a criminal act.  
  9. Apply appropriate punishments for crimes.  
  10. Distinguish a crime from a tort.  
  11. Identify common intentional torts and name the elements in a tort.  
  12. Recognize the elements of negligence.  
  13. Explain the basis of strict liability.  
  14. Describe the remedies that are available to a tort victim.

#### Essential Questions

1. What is the definition of law and how does the legal system function?  
2. How and why are those that violate the law punished?  
3. What were the critical documents written during the nation’s founding and how are they still relevant today?  
4. How are the powers of government divided?  
5. How are disputes resolved in the legal system?  
6. Why do we need both civil and criminal trials?  
7. What constitutes a criminal act?  
8. How can a tort be committed?  
9. When can a minor be tried as an adult?

#### Activities (Approximate Time Frame)

1. Law for Business and Personal Use workbook activities.  
2. ACLU “Civil Disobedience” activity.  
3. Failed Amendments online activity.  
4. Supreme Court activity.  
5. “Hot Coffee” documentary.  
6. Case studies.

#### Strategies/ Methods/ Vocabulary

1. Guided practice  
2. Independent practice
<table>
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<th>3. Case studies</th>
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<td>4. Question and answer</td>
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<td>5. Class participation</td>
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<td>13. Group/Team-based authentic projects</td>
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**Resources (Including Digital Tools)**

| 1. Law for Business and Personal Use textbook |
| 2. Law for Business and Personal Use workbook |
| 3. Various websites and current events |
| 4. Case studies |
| 5. Socrative |

**Differentiation/ Accommodations/ Modifications**

**Gifted and Talented:** Conduct research and provide presentation of cultural topics, Debate topics of interest/cultural importance, Use of higher level questioning techniques, Provide assessments at a higher level of thinking

**English Language Learners:** Modified assignments, Native language translation (peer, online assistive technology, translation device, bilingual dictionary), Extended time for assignment completion as needed, Highlight key vocabulary, Use graphic organizers

**Students with Disabilities/504:** Pair visual prompts with verbal presentations, Ask students to restate information, directions, and assignments, Model skills/techniques to be mastered, Extended time to complete classwork, Provide copy of class notes, Preferential seating to be mutually determined by the student and teacher, Student may request to use a computer to complete assignments, Assign a peer helper in the class setting, Provide oral reminders and check student work during independent work time, Assist student with long and short term planning of assignments, Encourage student to proofread assignments and tests, Extended time to complete assignments, Student requires more complex assignments to be broken up and explained in smaller units, with work to be submitted in phases, Extended time on classroom tests and quizzes, Student may take/complete tests in an alternate setting as needed, Restate, reread, and clarify directions/questions, Distribute study guide for classroom tests,

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<tbody>
<tr>
<td><strong>1.</strong> Understand the fundamental differences in the basic forms of business.</td>
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<td><strong>2.</strong> Explain why most new businesses begin as sole proprietorships.</td>
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<td><strong>3.</strong> Define a partnership and describe how one is formed.</td>
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<td><strong>4.</strong> Describe the roles of general and limited partners in a business.</td>
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<td><strong>5.</strong> Discuss the advantage of starting a business as a partnership versus a sole proprietorship.</td>
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<td><strong>6.</strong> Describe the legalities involved in the operation and termination of a partnership.</td>
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<td><strong>7.</strong> Explain why someone might choose to become a sole proprietor.</td>
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<td><strong>8.</strong> Discuss the nature of corporations, including their advantages and disadvantages.</td>
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<td><strong>9.</strong> Explain how corporations are created, owned, managed and terminated.</td>
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<td><strong>10.</strong> Identify the advantages and disadvantages of a closely held versus publicly held corporation.</td>
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<td><strong>11.</strong> List the contents of articles of incorporation.</td>
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<td><strong>12.</strong> List and describe different types of corporations.</td>
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<tr>
<th>Essential Questions</th>
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<td><strong>1.</strong> What are the three general forms of business organizations?</td>
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<td><strong>2.</strong> What are the distinct advantages and disadvantages of each form of business?</td>
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<td><strong>3.</strong> What is the difference between a general and a limited partnership?</td>
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<td><strong>4.</strong> What is the structure and major benefits of a corporation?</td>
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<td><strong>5.</strong> What are the articles of incorporation, a corporate charter, and corporate bylaws?</td>
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<tr>
<th>Activities (Approximate Time Frame)</th>
<th>1. Law for Business and Personal Use workbook activities.</th>
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<tr>
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<td>2. What business type is best activity.</td>
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<td>3. Case studies.</td>
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<tr>
<th>Strategies/ Methods/ Vocabulary</th>
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<td>Resources (Including Digital Tools)</td>
<td>Differentiation/ Accommodations/ Modifications</td>
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## Unit 3

**Unit Title:** Contract Law

**Chapters/Topic Covered:** Offer & Acceptance, Genuineness of Assent, Consideration

**Unit Length:** November 1 - November 30

### Performance Indicators (Standards and Objectives)

- Career Ready Practices: CRP1,2,4,5,9
  1. Introduce, review, and discuss the basic elements of a valid contract.
  2. List, identify, and discuss the different types of contracts.
  3. List the elements required to form a contract.
  4. Compare the various ways to end offers.
  5. Explain how an offeree can ensure an offer remains open.
  6. Discuss the requirements of an effective acceptance.
  7. Identify the three requirements of consideration.
  8. Explain adequate consideration.
  9. Distinguish situations in which consideration is not needed.
  10. Explain the role of capacity.
  11. Identify parties who lack contractual capacity.
  12. Describe the various ways in which contractual obligations may be discharged.
  13. Explain the various remedies available for minor or major breach of contract.

### Essential Questions

1. What is a contract?
2. What are the required elements of a legal contract?
3. What are the various types of contracts?
4. What are illegal contracts and the role of the statute of frauds in contracts?
5. How are contractual obligations transferred, discharged, and breached?
6. Who has the authority to end a contract?
7. What are the elements of agreement and consideration?
8. Who is considered the Offeror/Offeree or the Promisor/Promisee?
9. When can the courts invoke Promissory Estoppel?
10. What is the definition of capacity?
11. When can a minor be held accountable for a contract?
12. Which contracts cannot be disaffirmed?
13. What is breach of contract?
14. What is a remedy?
15. What types of remedies are available when a breach has occurred?

### Activities (Approximate Time Frame)

1. Law for Business and Personal Use workbook activities.
2. Contract Law online activity.
4. Case studies.

### Strategies/Methods/Vocabulary

1. Guided practice
2. Independent practice
| 3. Case studies  
| 4. Question and answer  
| 5. Class participation  
| 6. Visual aids  
| 7. Online resources  
| 8. Vocabulary reviews  
| 9. Homework  
| 10. Lecture  
| 11. Handouts  
| 12. Readings  
| 13. Group/Team-based authentic projects  
| 14. Quizzes |

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| 3. Various websites and current events  
| 4. Case studies  
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### Unit 4

**Unit Title:** Employment Law  
**Chapters/Topic Covered:** Employment Law, Discrimination in Employment  
**Unit Length:** December 1 - December 31

Career Ready Practices: CRP1,2,3,4,5,7,9,10 |
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<tr>
<td>1. Understand how employee contracts are made.</td>
<td>2. Define the common terms of employment contracts.</td>
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<td>3. Describe how employment contracts can be terminated.</td>
<td>4. Understand the rights of terminated employees concerning unemployment compensation.</td>
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<td>5. Identify and define the various duties of an employer and employee within an employment contract.</td>
<td>6. Explain the differences between legal and illegal employment discrimination.</td>
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<td>7. Demonstrate how illegal discrimination is proved.</td>
<td>8. Identify the various forms of sexual harassment.</td>
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<td>9. Define the role of OSHA in the workplace.</td>
<td>10. Understand the approaches that OSHA takes in preventing workplace injuries.</td>
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<td>11. Recognize and explain employee negligence and workers compensation.</td>
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| Essential Questions | 1. Why is it important to know your rights as an employee?  
2. What are some possible methods available for an employer to terminate an employee?  
3. Why do some employment contracts need to be in writing and others do not?  
4. What is considered discrimination in the workplace?  
5. How are employees protected from injuries in the workplace? |
|---------------------|--------------------------------------------------|
| Activities (Approximate Time Frame) | 1. Law for Business and Personal Use workbook activities.  
2. Forever 21 activity.  
3. Employment Discrimination project.  
4. Case studies. |

| Strategies/ Methods/Vocabulary | 1. Guided practice  
2. Independent practice  
3. Case studies  
4. Question and answer  
5. Class participation  
6. Visual aids  
7. Online resources  
8. Vocabulary reviews  
9. Homework  
10. Lecture  
11. Handouts  
12. Readings  
13. Group/Team-based authentic projects  
14. Quizzes |
### Resources (Including Digital Tools)
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2. Law for Business and Personal Use workbook
3. Various websites and current events
4. Case studies
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### Differentiation/ Accommodations/ Modifications

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UNIT 5  \hspace{1cm} \textbf{UNIT TITLE: THE WORLD OF MARKETING}  
\textbf{CHAPTERS/TOPIC COVERED:} Marketing Is All Around Us, The Marketing Plan  
\textbf{UNIT LENGTH:} January 1 - January 31

| Performance Indicators (Standards and Objectives) | NJSLS: 9.3.MK.1, 2, 7, 10; \hspace{0.5cm} 9.3.MK-MGT.3; 8.1.12.A.2; 8.2.12.B.3; 8.2.12.C.2; 6.1.12.A.16.c; 6.1.12.C.5.a; 6.1.12.C.9.a; 6.1.12.C.9.b; 6.2.12.C.3.c; 6.2.12.C.5.b  
Career Ready Practices: CRP1,2,4,5,6,7,8,9,11,12  
1. Identify the impact of marketing on business and society.  
2. Define marketing and the marketing concept.  
3. Give examples of the marketing concept.  
4. Define what represents a market and differentiate between target marketing and mass marketing.  
5. Identify the difference between consumer and industrial markets.  
6. Differentiate between market share, target markets, and market segmentation.  
7. Identify and explain the “four P’s” of the marketing mix.  
8. Define economic utility and explain its role in the need for marketing.  
9. List and explain the five types of economic utility.  
10. Research, apply, and give examples of how marketing functions are carried out by businesses or corporations.  
11. Define and explain the role and significance of marketing plans.  
12. List and analyze the major elements of the marketing plan.  
13. Outline the steps necessary and information needed for developing a marketing plan.  
14. Construct the executive summary portion of the marketing plan.  
15. Explain how to conduct the situational analysis of a marketing plan; particularly the SWOT analysis of internal and external environmental factors.  
16. Define the need for a well-developed marketing strategy.  
17. Describe the elements of the marketing strategy.  
18. Explain the importance of market identification and segmentation.  
19. Describe the basic steps in the market segmentation process.  
20. Define and compare market segmentation and mass marketing.  
21. List and describe the consumer segmentation markets: geographic, psychographic, demographic, product usage and benefit.  
22. Identify and define the elements of the marketing mix.  
23. Explain how a marketing plan is implemented. |

| Essential Questions | 1. Why do businesses use the marketing practice?  
2. What is the marketing concept?  
3. What benefits does marketing provide to businesses and customers?  
4. What are markets?  
5. What are the key characteristics that define the concept of market segmentation?  
6. What are target markets?  
7. What is product positioning?  
8. What is the role of the marketing mix?  
9. What is a marketing plan and what are it’s included elements?  
10. What is the purpose of a SWOT analysis? |
| Activities (Approximate Time Frame) | Marketing Essentials workbook activities. Projects include:  
1. Target market buying project.  
2. Ad of the week activity.  
3. Case studies. |
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**Unit 6**  
**Unit Title:** Promotion  
**Chapters/Topic Covered:** Selling, Promotional Concepts & Strategies, Advertising  
**Unit Length:** February 1 - February 28

| Performance Indicators  
(Standards and Objectives) | NJLS: 9.3.MK.8, 9, 10; 9.3.MK-COM.5; 9.3.MK-MER.7; 9.3.MK-SAL.1, 2; 8.1.12.E.2; NJLSA.SL5;  
Career Ready Practices: CRP1,2,3,4,5,6,7,8,9,11,12  
1. Identify and execute the seven steps of the sales process.  
2. Explain the process and techniques of both retail and business-to-business selling.  
3. Identify ways to prepare for selling.  
4. Demonstrate appropriate techniques to initiate a sale and determine customer needs.  
5. Handle objections during the selling process.  
6. Demonstrate effective suggestive selling and sale closing techniques.  
7. Identify the role of customer service in customer relationships.  
8. Explain the role of promotion in business and marketing.  
9. Identify types of promotion and the concept of the promotional mix.  
10. Explain the concept and purpose of advertising as an element of the promotional mix.  
11. Identify the different types of advertising media.  
12. Discuss how advertising campaigns are developed.  
13. Identify the main components of print media.  
14. Explain the principles and layout of a print advertisement.  
15. Develop a print advertisement. |
| Essential Questions  
| 1. What are the seven steps of a sale?  
2. What are effective sales strategies?  
3. How can you communicate the benefits of a product to a customer?  
4. How can a sales strategy be tailored to a particular target audience?  
5. What does effective customer service look like?  
6. What is the role of the promotional mix in a company’s promotional strategy?  
7. How and why do marketers use advertising? |
| Activities (Approximate Time Frame)  
| Marketing Essentials workbook activities.  
Projects include:  
1. Overcoming objections role-play activity.  
2. Print advertisement project.  
3. Case studies. |
| Strategies/ Methods/ Vocabulary  
| 1. Guided practice  
2. Independent practice  
3. Case studies  
4. Question and answer  
5. Class participation  
6. Visual aids |
| Resources (Including Digital Tools) | 1. **Marketing Essentials** textbook  
2. **Marketing Essentials** workbook  
3. Various websites and current events  
4. Case studies  
5. Socrative |
| Differentiation/ Accommodations/ Modifications | **Gifted and Talented:** Conduct research and provide presentation of cultural topics, Debate topics of interest/cultural importance, Use of higher level questioning techniques, Provide assessments at a higher level of thinking  
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**Unit Title:** Distribution

**Chapters/Topic Covered:** Channels of Distribution, Purchasing, Stock Handling & Inventory Control

**Unit Length:** March 1 - March 31

| Performance Indicators (Standards and Objectives) | NJSLS: 9.3.MN-LOG.4; 9.3.MK.6; 9.3.12.TD.1, 2, 3; 8.1.12.E.1; N-Q.A.1  
Career Ready Practices: CRP1,2,4,5,6,7,8,9  
1. Explain the concept of a channel of distribution.  
2. Identify different types of channel members.  
3. Identify channels of distribution for consumer products.  
4. Explain the concept of distribution planning.  
5. Name and describe the three levels of distribution intensity.  
6. Describe the concept of physical distribution.  
7. Identify transportation and services used to move products from manufacturers to consumers.  
8. Identify and describe the different kinds of transportation service companies.  
9. Explain the concept and function of inventory storage and warehousing.  
10. Define the terms used to describe organizational buyers. |
| Essential Questions | 1. What are the key decisions marketers make about distribution?  
2. What are the characteristics of physical distribution and inventory storage services?  
3. What are the methods of stock handling and inventory control employed by marketers? |
| Activities (Approximate Time Frame) | Marketing Essentials workbook activities.  
Projects include:  
1. Channel management & distribution project.  
2. Case studies |
| Strategies/Methods/Vocabulary | 1. Guided practice  
2. Independent practice  
3. Case studies  
4. Question and answer  
5. Class participation  
6. Visual aids  
7. Online resources  
8. Vocabulary reviews  
9. Homework  
10. Lecture  
11. Handouts  
12. Readings  
13. Group/Team-based authentic projects  
14. Quizzes |
| Resources (Including Digital Tools) | 1. Marketing Essentials textbook  
2. Marketing Essentials workbook |
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**Unit 8**  
**Unit Title:** Pricing  
**Chapters/Topic Covered:** Price Planning, Pricing Strategies, Pricing Math  
**Unit Length:** April 1 - April 30

| **Performance Indicators (Standards and Objectives)** | NJSLS: 9.3.MK.7; 9.3.MK-MER.5; 9.3.MK-MGT.5: 8.1.12.A.4; S-IC.B.6  
Career Ready Practices: CRP1,2,4,6,7,8,9,11  
1. Explain the goals of pricing.  
2. Define the difference between market share and market position and their roles in price planning.  
3. List and identify the factors affecting price planning.  
4. Define pricing policies used to establish base prices.  
5. Explain the relationship between price and product life cycle.  
7. Identify actual pricing strategies of real-world products.  

| **Essential Questions** | 1. Why are decisions and factors based on pricing important to marketers?  
2. How do marketers decide on pricing policies?  
3. What are some of the common pricing strategies used by marketers?  

| **Activities (Approximate Time Frame)** | Marketing Essentials workbook activities. Projects include:  
1. Cereal pricing activity.  
2. Gas price project.  
3. Case studies.  

| **Strategies/ Methods/ Vocabulary** | 1. Guided practice  
2. Independent practice  
3. Case studies  
4. Question and answer / Class participation  
5. Visual aids  
6. Online resources  
7. Vocabulary reviews  
8. Homework  
9. Lecture  
10. Handouts  
11. Readings  
12. Group/Team-based authentic projects  
13. Quizzes  

| **Resources (Including Digital Tools)** | 1. Marketing Essentials textbook  
2. Marketing Essentials workbook  
3. Various websites and current events  
4. Case studies  
5. Socrative |
| Differentiation/ Accommodations/ Modifications | **Gifted and Talented:** Conduct research and provide presentation of cultural topics, Debate topics of interest/cultural importance, Use of higher level questioning techniques, Provide assessments at a higher level of thinking  
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| Performance Indicators (Standards and Objectives) | NJLS: 9.3.MK.8; 9.3.MK-MGT.6; 9.3.MK-MER.6: 8.2.12.A.2; 8.2.12.B.1; SL.11 - 12.5  
Career Ready Practices: CRP1,2,4,5,6,7,8,9,11,12  
1. Explain and define the concept of product planning.  
2. List and define the decisions involved in product planning.  
3. Define the product mix.  
4. Explain how to develop products and lines, including product width and depth.  
5. Describe the different types of product mix strategies.  
6. Define the product life cycle and how to manage products through each stage.  
7. List and define the ways to manage a product during the decline stage of the product life cycle.  
8. Define and explain the ways to position products.  
9. Identify business or corporate product lines and items, life cycle stages, and positioning of particular products.  
10. Define branding and the elements involved in the branding process.  
11. Explain the importance and types of branding.  
12. Identify and define the different branding strategies.  
13. Define and explain the concept, functions and issues surrounding packaging. |
| Essential Questions | 1. What decisions do marketers make regarding product planning?  
2. How do branding, packaging, and labeling strategies affect products?  
3. Why do marketers offer warranties and credit options? |
| Activities (Approximate Time Frame) | Marketing Essentials workbook activities.  
Projects include:  
1. M&M activity.  
3. Case studies. |
| Strategies/ Methods/ Vocabulary | 1. Guided practice  
2. Independent practice  
3. Case studies  
4. Question and answer  
5. Class participation  
6. Visual aids  
7. Online resources  
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9. Homework  
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