

Business Management

	Objectives	Activities	Evaluation	Standards
Monday	<p>The student will be able to:</p> <ul style="list-style-type: none"> Identify the importance of marketing a business. Identify a target market by analyzing the needs of customers. Identify methods for conducting market research. Identify the six steps involved in primary data market research. Set short, medium, and long-term goals for a marketing strategy. Describe the components that should be included in a marketing plan. Explain the importance of understanding competition. Prepare a competitive analysis. Identify strategies for maintaining customer loyalty. Describe and define the importance of product features, branding, and positioning. Identify how to price products or services using various methods. Identify the differences in the channels of distribution and determine which is 	<ul style="list-style-type: none"> Section 4.3: Identify Your Competition Section 4.3: Notes Section 4.3 Worksheet 	<ul style="list-style-type: none"> Class Participation Completed Notes Completed Worksheet 	<ul style="list-style-type: none"> 15.5.12.A 15.5.12.B 15.5.12.C 15.5.12.F 15.5.12.M

appropriate for different businesses.

- Evaluate different types of promotion tools.

Tuesday

The student will be able to:

- Identify the importance of marketing a business.
- Identify a target market by analyzing the needs of customers.
- Identify methods for conducting market research.
- Identify the six steps involved in primary data market research.
- Set short, medium, and long-term goals for a marketing strategy.
- Describe the components that should be included in a marketing plan.
- Explain the importance of understanding competition.
- Prepare a competitive analysis.
- Identify strategies for maintaining customer loyalty.
- Describe and define the importance of product features, branding, and positioning.
- Identify how to price products or services using various methods.
- Identify the differences in the channels of distribution and determine which is

- Section 4.3: Identify Your Competition
- Section 4.3: Notes
- Section 4.3 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
- 15.5.12.M

appropriate for different businesses.

- Evaluate different types of promotion tools.

Wednesday

The student will be able to:

- Identify the importance of marketing a business.
- Identify a target market by analyzing the needs of customers.
- Identify methods for conducting market research.
- Identify the six steps involved in primary data market research.
- Set short, medium, and long-term goals for a marketing strategy.
- Describe the components that should be included in a marketing plan.
- Explain the importance of understanding competition.
- Prepare a competitive analysis.
- Identify strategies for maintaining customer loyalty.
- Describe and define the importance of product features, branding, and positioning.
- Identify how to price products or services using various methods.
- Identify the differences in the channels of distribution and determine which is

- Section 4.4: The Marketing Mix – Product and Price
- Section 4.4: Notes
- Section 4.4 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
- 15.5.12.M

appropriate for different businesses.

- Evaluate different types of promotion tools.

Thursday

The student will be able to:

- Identify the importance of marketing a business.
- Identify a target market by analyzing the needs of customers.
- Identify methods for conducting market research.
- Identify the six steps involved in primary data market research.
- Set short, medium, and long-term goals for a marketing strategy.
- Describe the components that should be included in a marketing plan.
- Explain the importance of understanding competition.
- Prepare a competitive analysis.
- Identify strategies for maintaining customer loyalty.
- Describe and define the importance of product features, branding, and positioning.
- Identify how to price products or services using various methods.
- Identify the differences in the channels of distribution and determine which is

- Section 4.4: The Marketing Mix – Product and Price
- Section 4.4: Notes
- Section 4.4 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
- 15.5.12.M

appropriate for different businesses.

- Evaluate different types of promotion tools.

Friday

The student will be able to:

- Identify the importance of marketing a business.
- Identify a target market by analyzing the needs of customers.
- Identify methods for conducting market research.
- Identify the six steps involved in primary data market research.
- Set short, medium, and long-term goals for a marketing strategy.
- Describe the components that should be included in a marketing plan.
- Explain the importance of understanding competition.
- Prepare a competitive analysis.
- Identify strategies for maintaining customer loyalty.
- Describe and define the importance of product features, branding, and positioning.
- Identify how to price products or services using various methods.
- Identify the differences in the channels of distribution and determine which is

- Section 4.5: The Marketing Mix – Distribution and Promotion
- Section 4.5: Notes
- Section 4.5 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
- 15.5.12.M

appropriate for
different businesses.

- Evaluate different
types of promotion
tools.

Please Note:

Activities and evaluations will be adjusted for enrichment and accommodations on an individual basis in compliance with a student's IEP or GIEP.

Lesson plans are subject to change without notice in order to accommodate flexibility in student learning patterns and comprehension.