



Marketing



Career Cluster Teacher Guide

Resource Description

Marketing is the promotion or selling of products or services. Marketing includes not only the design of marketing campaigns, but market research into target audience and promotion effectiveness as well. If you're an artistic person, marketing creates the opportunity to be very creative and work across many platforms from TV to print to digital and social media. If you're more analytical, you can put your deductive skills to use by gathering tracking, and analyzing various kinds of data.

Materials and Resources

- Teacher guide
- <http://mygpsforsuccess.com/marketing/>
- Cluster student viewing guide
- KWL Chart
- Display paper or individual sheets
- Pen/Pencil
- 1:1 computer or laptops; or group students if limited resources

Vocabulary & Definitions

Analytics: looking at the data of marketing initiatives and analyzing trends to develop actionable insights and plans

Top-of-the-Funnel: The stage of the buying and marketing process in which the idea is to get a brand and product out there to interest potential customers.

Bottom-of-the-Funnel: The last stage of the buying process where efforts are more concentrated on getting the customer to make the final purchase.

Lead Nurturing: process of educating qualified sales leads through valuable, relevant content delivered via a series of touchpoints before the purchase decision is made

Case Study: in-depth analysis of work a company completed for a client or customer that highlights the goals, process, and services used, as well as the results achieved through the services

Key Performance Indicators (KPIs): set of quantifiable metrics a company uses to evaluate its performance against its specific, strategic goals

Return on Investment (ROI): common ratio that helps evaluate profitability and efficiency by measuring the benefit a company gains for the resources it put into a project or investment

Inbound Marketing: form of marketing focused on creating content that naturally draws targeted audiences *in* to a company's website by earning trust and providing value to those specific audiences

Outbound Marketing: form of marketing focused on pushing a message *out* to an intended audience by, for example, attending conferences and trade shows, cold calling, and paying for TV ads.

Bell Ringer

1. Have the following displayed on an easel, whiteboard, or individual sheets of paper for students to review and write down their responses:

Think about the last commercial you saw. Why do you remember it? What colors did they use? What music did they use? What was the commercial about?

2. Have some students share responses.
3. Make a class list of responses and then open the floor to additional responses after the list is constructed.
4. Facilitate student discussions about how the field of Marketing and how marketing is present in every aspect of our lives.

Objectives

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The student will be able to:

- Identify the central aspects of the Marketing Career Cluster including career paths, skills & interest, and education level
- Explore different careers within the Cluster
- Analyze what is known, wondered, and learned (KWL) about the career cluster to begin conceptualizing an individual career map

Anticipatory Set

1. Divide students into pairs – each student gets a KWL Cluster Chart.

Verbal instructions:

- *Review the information from the bell ringer regarding Marketing careers.*
- *With your partner, list at least 5 items you know about job details, necessary skills, etc. in the “Know” Section.*

2. Have two pairs of students join one-another to form a four-person group

Verbal instructions:

- *Compare and discuss each list.*
- *With your group, list at least 5 things you want to know about the Marketing Cluster in the “Wonder” Section.*

3. Have groups share their new list with the class.

Introductory Questions

Introductory Questions:

Ask the following questions to the whole class with for students to write down their answers and/or discuss with a partner. Have 2-3 students share their answers:

- How do you promote a product or service?
- What do you need to know about a product or service to promote it?
- Who needs advertising or marketing as a part of their business?

Learning Task & Exploration Activity

1. Introduce Marketing Career Cluster Video.

Video Introduction:

Marketing is the promotion or selling of products or services. Marketing includes not only the design of marketing campaigns, but market research into target audience and promotion effectiveness as well.

2. View the Marketing Career Cluster video (9:18 min length). Have students complete the Student Viewing Guide as they learn about the Career Cluster.
3. Students will fill out the “Career Cluster Research” section of the viewing guide and explore the Information Technology webpage on <http://mygpsforsuccess.com/marketing/>

Closing

1. Have students complete the “Learned” Section of their KWL with at least 3 pieces of information they learned about the cluster. Students may share out in class as well as discuss with a partner once they have finished.
2. Engage students in a whole class or small group discussion using the Discussion Questions section of this instructional plan – students may use their KWL chart as reference.

Discussion Questions

1. How would you define this Career Cluster?
2. What surprised you about this Career Cluster?
3. What career pathways were represented in this video?
4. Why is a career in marketing essential to the success of the business?
5. Who can be in marketing: people who have logical and analytical-type thinking or people with artistic & creative tendencies for thinking?
6. How is a marketing campaign conceived and when does it end?
7. What considerations need to be made within a marketing campaign?
8. Does merchandising work? Why or why not?

Extended Learning

Suggested activities to increase student learning and exposure to this Career Cluster.

- Have students do this either individually or in groups: Students pick a product, either real or fictional, and are tasked with selling it to the school. They must create their own marketing campaign, design their campaign, and gather data to analyze.
- Field Trip: Take a trip to the office or manufacturing site of a well-known brand close to your area.
- Have students poll other students or classmates within the same school building about whether they like pepsi or coca-cola or another similar food or beverage comparison. Have your students ask the students they are polling why. The class will then gather and analyze that data and come up with a reason behind the general population's choice of beverage.
- Have each student select a career from this Career Cluster. Students will research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, video or Prezi presentation. Information to research and share might include: salary, education required, typical day schedule, roles and responsibilities, positive aspects of the job and challenges associated with the job.
- Have each student make a list of the Career Readiness Skills that are his/her personal strengths, as well as a list of the skills and behaviors required for a career as an educator. Students compare the lists to determine what Career Readiness Skills need to be strengthened.
- Have students complete a job application and/or job interview with a local employer.
- Help students construct a resume for a specific career in this Career Cluster.
- Arrange for students to meet with the school counselor to discuss classes that would help prepare a student for careers in this Career Cluster and certifications that can be obtained during high school that would be of value.
- Have each student identify a postsecondary institution that is offering certifications or degrees that are required for working in this Career Cluster. He or she should obtain and complete admissions and scholarship applications for the school or program.

Notes to Educator

This packet includes suggested activities questions, and materials to enhance student understanding of this career cluster. Each component may be used individually or modified to fit the needs of your classroom.

More information on this Career Cluster can be found at:

<http://mygpsforsuccess.com/marketing/>

In addition, GPS For Success has an array of resources, including:

- Interest Profiler: *online quiz to assist students in categorizing their interests by possible careers those interests apply to.*
- Scholarship opportunities
- Information on internships
- Sample resumes and cover letters
- Interview preparation materials
- Opportunities for students with disabilities

Marketing Career Cluster Student Viewing Guide

Name: _____

1. List five careers mentioned during the video:

1.

2.

3.

4.

5.

2. **Instructions:** The following question is specific to the Marketing Management portion of the Marketing Career Cluster video.

Name three or more areas that marketing directors and their employees are responsible for.

1.

2.

3.

3. **Instructions:** The following question is specific to the Professional Sales portion of the Marketing Career Cluster video.

What does commission-based employment mean?

Marketing Career Cluster Student Viewing Guide

4. **Instructions:** The following question is specific to the Marketing Communication portion of the Marketing Career Cluster video.

What are some personality traits that you need to have if you are in marketing?

5. **Instructions:** The following question is specific to the Market Research portion of the Marketing Career Cluster video.

What is the key question that Joel Lalonde says market researchers must constantly ask themselves?

Marketing Career Cluster Student Viewing Guide

Career Cluster Research

Instructions: Visit <http://mygpsforsuccess.com/marketing/> to answer the following questions.

1. Pick one career in this field and describe the pathway for that career (the path taken to become employed as your chosen career).
2. What are the education requirements for each of the career fields defined in the video for this cluster?

Marketing Management

Professional Sales

Marketing Communication

Market Research

3. Using the career information on the left-hand side of the website, what are the salary ranges for the three different career fields in this cluster?
4. What are three personal skills and three personal interests that you share with this career cluster?

Skills

-
-
-

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Interests

-
-
-

5. Pick one extended interview. Who is the person being interviewed? What are 2 pieces of information that you found interesting in the interview?

Person Interviewed: _____

Interesting Facts:

1.

2.

Name: _____

Date: _____

Cluster: _____

KWL Chart

Know



Wonder



Learned



