



A Correlation: Wisconsin Standards and JA Marketing Principles 1

Session Descriptions	<u>Wisconsin Marketing, Management & Entrepreneurship</u>	<u>Wisconsin Personal Financial Literacy And Career Readiness</u>
Theme 1: Marketing is Everywhere		
<p>Project 1: Brand Affinity</p> <p>Students explore the purposes and features of marketing, product development, and customer service.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Research and choose a company and product for the project. • Explain the relationship of brand loyalty and affinity. • Give examples of brands, brand loyalty and affinity. • Research and evaluate the qualities that create brand affinity. • Create a mind map demonstrating an affinity for a brand. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.A.i.1: Identify product opportunities.</p> <p>MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.4.D.i.2: Create a perceptual map by conducting market research and identifying key attributes that consumers perceive as important when making a purchasing decision.</p> <p>MME.MKT.9.A.i.1: Examine the relationship between customer service and sales.</p> <p>MME.DMKT.5.A.i.1: Describe the goals of a digital marketing campaign: improving conversion rate, increasing brand awareness, gaining new customers, etc.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL.FM2.c.m Differentiate how positive and negative external influences (e.g., peers or marketing) impact financial decisions in a society with frictionless transactions (e.g., pre-stored payment information, no signature required, or biometrics).</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p>
<p>1.1 What is Marketing?</p> <p>Students receive an introduction to the concept of marketing. They learn the seven marketing functions and how each supports and increases customer satisfaction and company profits.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the concept of marketing. • Explain how marketing can be used to build customer relationships. • Identify the seven marketing functions. • Illustrate how each of the seven marketing functions can support customer satisfaction while generating a profit for the company. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MGT.8.G.i.1: Persuade others.</p> <p>MME.ENT.5.A.i.1: Describe the importance of marketing strategies.</p> <p>MME.ENT.5.C.i.1: Explain the market planning process: goal setting, analyzing the current situation, developing strategy, implementing, and monitoring strategy.</p> <p>MME.SEM.4.C.i.1: Explain procedures for developing marketing plans.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL.FM2.c.m Differentiate how positive and negative external influences (e.g., peers or marketing) impact financial decisions in a society with frictionless transactions (e.g., pre-stored payment information, no signature required, or biometrics).</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.4.C: Use digital presentation applications to create and deliver a presentation.</p>

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<p>1.2 Communication Channels</p> <p>Students explore the increasing number of marketing communication channels and develop targeted marketing messages designed for different channels.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explore the different marketing communication channels. • Evaluate the appropriateness of a specific channel for a specific market. • Determine the best communication channel to transmit a specific message effectively. • Define market segmentation and describe how it is used. • Analyze how demographics can be used to identify target markets. • Create an effective message utilizing one of the channels of communication. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.DMKT.3.C.i.1: Discuss common goals of online advertising and benefits of online advertising: scalability, cost-effectiveness, desirable demographics, targeted audience, tracking capabilities, etc.</p> <p>MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience.</p> <p>MME.MGT.8.G.i.1: Persuade others.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business's target audience.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business's target audience.</p> <p>MME.ENT.5.B.i.1: Describe the advantages and disadvantages of using market segments.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p>
<p>1.3 Marketing Benefits</p> <p>Students explore how marketing benefits and motivates purchase decisions.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Compare and contrast the benefits of marketing to the company versus to the consumer. • Investigate what motivates consumers to buy. • Interpret Maslow's Hierarchy of Needs. • Create a jingle for a product that identifies with one of Maslow's Hierarchy of Needs. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.A.i.1: Identify product opportunities.</p> <p>MME.ECON.1.B.i.2: Determine the best consumption level of a particular product.</p> <p>MME.MKT.8.D.i.1: Explain how sales promotions can be used to persuade customers to make a purchasing decision.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL. FM1.a.h Analyze the financial impact of advertising including techniques, potential for deception along with the influence of promotions, packaging, and placement.</p>

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<p>1.4 Ethics in Marketing</p> <p>Students explore the issues of ethics in marketing, including the differences between legal and ethical marketing and new types of marketing messages masquerading as content.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain ethical behavior and its impact on marketing. • Differentiate between legal versus ethical marketing practices. • Recognize the role of the FTC in advertising practices. • Demonstrate an understanding of claim validation. • Differentiate sponsored content from other advertising. • Write a sponsored story. • Analyze ethical and unethical methods used by marketers to obtain and use customers’ personal information. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.B.i.2: Describe the role of business ethics in pricing.</p> <p>MME.EXP.1.B.a.2: Differentiate between ethical and unethical business behavior situations.</p> <p>MME.EXP.4.A.i.2: Describe the importance of ethics in operations.</p> <p>MME.ECON.4.A.i.2: Differentiate between ethical and unethical business behavior situations.</p> <p>MME.MKT.8.B.i.1: Compare and contrast various forms of advertising.</p> <p>MME.DMKT.3.B.i.1: Discuss the ethics of using customer information for targeted online advertising.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p>

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Theme 2: Understanding the Consumer		
<p>Theme 2 Project: Brand Identity, Image and Positioning</p> <p>Students learn how a brand’s visual identity and positioning activities combine to form an image of the brand for its target market.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain corporate branding and positioning. • Interpret strategies a specific company uses to position a corporate brand (brand history). • Investigate the positioning strategies the company uses to ensure the image of its brand. • Create a positioning statement for the company. • Create a slogan for the company. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship.</u></p> <p>MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business.</p> <p>MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience.</p> <p>MME.DMKT.5.A.i.1: Describe the goals of a digital marketing campaign: improving conversion rate, increasing brand awareness, gaining new customers, etc.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business’s target audience.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM2.e.m Research individuals or organizations that give back and describe their impact on the local, state, tribal nation, country, or world.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.4.B: Communicate a clear vision, and bring people together around shared goals to create positive, ethical change.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>
<p>2.1 Consumer Decision Making</p> <p>Students explore how consumers make buying decisions and how marketers tailor messages to take advantage of consumer behavior.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe how consumer differences shape wants and needs. • Explain consumer-buying behavior. • Evaluate the stages of the consumer-buying decision process. • Compare actions of consumers at each stage in the decision process for a low- and a high-involvement product. • Generate situations for a marketer and a consumer for each stage in the buying-decision process. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.MKT.8.D.i.1: Explain how sales promotions can be used to persuade customers to make a purchasing decision.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM1.a.h Analyze and apply multiple sources of information when making consumer decisions (e.g., advertisements, reviews, interest rates, applicable fees, consumer movements, or choice).</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p>

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<p>2.2 Market Segmentation</p> <p>Students explore the area of market segmentation, including how marketers target specific groups of customers.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Define market segmentation and describe how it is used. • Describe market segments targeted by companies. • Identify tools of market segmentation • Explain ways that segmentation can be used to identify target markets. • Analyze the variables used to identify target markets. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business.</p> <p>MME.MKT.2.A.a.1: Identify the bases for segmenting a consumer market: demographics, psychographics, geographics, and behavioral factors.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience.</p> <p>MME.MGT.8.G.i.1: Persuade others.</p> <p>MME.ENT.5.B.i.1: Describe the advantages and disadvantages of using market segments.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself.</p>

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<p>2.3 Influencing Consumer Behavior Students explore the impact of consumer behavior on the marketing process, including how consumer purchasing decisions are influenced by cultural, social, psychological, and personal differences.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the four main factors that influence consumer buying behavior, their significance, and how they affect promotional activity. Describe the characteristics of changing domestic and global populations using market segmentation tools. Develop a message (including a slogan) that generates a consumer need or desire to purchase a product/service. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.1.D.i.1: Differentiate between the elements of the promotional mix.</p> <p>MME.MKT.2.A.a.1: Identify the bases for segmenting a consumer market: demographics, psychographics, geographics, and behavioral factors.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.MKT.8.D.i.1: Explain how sales promotions can be used to persuade customers to make a purchasing decision.</p> <p>MME.RMGT.2.A.i.1: Determine and evaluate market needs and opportunities.</p> <p>MME.MGT.8.G.i.1: Persuade others.</p> <p>MME.ENT.5.B.i.1: Describe the advantages and disadvantages of using market segments.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL.FM1.a.h Analyze and apply multiple sources of information when making consumer decisions (e.g., advertisements, reviews, interest rates, applicable fees, consumer movements, or choice).</p> <p>PFL.FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p>PFL.FM2.c.m Differentiate how positive and negative external influences (e.g., peers or marketing) impact financial decisions in a society with frictionless transactions (e.g., pre-stored payment information, no signature required, or biometrics).</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>

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<p>2.4 Measuring and Adapting to Marketing Results</p> <p>Students explore the ways marketers develop and test their strategies and adapt them based on marketing results.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Discuss the reasons for conducting marketing research. • Differentiate between primary and secondary sources of data and explain their use. • Explain how marketers gather and use personal data. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.3.B.i.2: Identify sources of primary and secondary marketing-research data.</p> <p>MME.MKT.9.B.a.1: Conduct presales research: customer’s markets/products, customer’s competitors, and competitors’ offerings.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p>

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Theme 3: Banking Services		
<p>Theme 3 Project: Target Market Analysis</p> <p>Students learn the importance of accurately targeting a market for their product or service and methodology for identifying and reaching their target markets.</p> <p>Students will:</p> <ul style="list-style-type: none"> Identify a target market for the brand. Examine the five methods used to segment a market. Research the buying behavior of the targeted segment for the specific company's brand. Conduct a survey of target market members. Create a profile of the target market that includes the five market segmentation methods. Create a persona for the target market. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.A.i.1: Identify product opportunities.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business.</p> <p>MME.MKT.2.A.a.1: Identify the bases for segmenting a consumer market: demographics, psychographics, geographics, and behavioral factors.</p> <p>MME.MKT.2.B.a.1: Develop a customer/client profile for a product or business using demographics, psychographics, geographics, and behavioral factors.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences..</p> <p>MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business's target audience.</p> <p>MME.ENT.5.B.i.1: Describe the advantages and disadvantages of using market segments.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM1.a.m Evaluate the influence on demographic groups of advertising and the media on decision making and spending.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>

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<p>3.1 The Marketing Mix: Product</p> <p>Students learn about the mix of activities that make up marketing: Product, Place, Price, and Promotion. They focus on product and learn how marketing comes into play during the product development cycle.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the marketing mix of Product, Place, Price, and Promotion. Classify products into consumer categories. Identify and develop a new product with a unique value proposition. Analyze the target market’s wants and needs of the product and recognize how this drives product development. Justify expectations for the new product’s life cycle. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.A.i.1: Identify product opportunities.</p> <p>MME.ECON.4.A.i.1: Explain reasons why the price is important in marketing.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.1.D.i.1: Differentiate between the elements of the promotional mix.</p> <p>MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.4.A.i.1: Evaluate the stages that a product goes through in its life and how a product’s/service’s life is measured.</p>	<p>MME.MKT.4.C.i.1: Evaluate product-mix strategies, and analyze product needs and opportunities for a business.</p> <p>MME.RMGT.1.D.i.1: Provide examples for each component of the promotional mix.</p> <p>MME.DMKT.5.A.i.1: Describe the goals of a digital marketing campaign: improving conversion rate, increasing brand awareness, gaining new customers, etc.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business’s target audience.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p>

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<p>3.2 The Marketing Mix: Place</p> <p>Students learn about distribution channels and the path a product takes from manufacturer to customer, including third-party intermediaries such as wholesalers, retailers, distributors, and e-commerce.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe different locations for purchasing products. Differentiate among distribution channels such as retail, wholesale, warehouses, online, e-commerce, etc. Research the channels of distribution used to get product from manufacturer to consumer. Design a distribution channel to move the new product from manufacturer to final user. Develop ideas on accessing the right distribution channels. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.A.i.1: Identify product opportunities.</p> <p>MME.EXP.1.C.i.1: Illustrate how a product/service gets to the consumer.</p> <p>MME.EXP.1.C.i.2: Choose the best ways to ship different products and services.</p> <p>MME.EXP.1.C.i.3: Describe the movement of people, ideas, and products throughout the world.</p> <p>MME.MKT.1.C.i.1: Explain the role of each channel member.</p> <p>MME.MKT.1.C.a.1: Diagram the channel of distribution for a given product.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>

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<p>3.3 The Marketing Mix: Price</p> <p>Students learn about pricing strategy and how to price products to match the amount customers are willing to pay. They learn the role of market research and the company’s strategy and objectives on setting the right price.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the difference between cost and price. • Research factors that contribute to the price of a product. • Formulate pricing strategies for a new product. • Generate questions and answers, and develop ideas on the best pricing for company and consumer. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.ECON.4.A.i.1: Explain reasons why the price is important in marketing.</p> <p>MME.ECON.4.B.i.3: Differentiate between cost, demand, and competition.</p> <p>MME.MKT.1.B.i.1: Identify forms of price.</p> <p>MME.MKT.1.B.i.2: Explain how cost and expenses, supply and demand, consumer perception, and competition affect pricing decisions.</p> <p>MME.MKT.3.A.i.1: Identify reasons for conducting marketing research.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p>

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<p>3.4 The Marketing Mix: Promotion</p> <p>Students learn about the role of promotion as part of the marketing mix, to attract customers’ attention and motivate them to purchase.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Learn why companies engage in promotional activities. • Identify various persuasive techniques (bandwagon, emotional appeal, etc.). • Research ways promotion affects consumer purchases. • Develop ideas about the best combination of promotional strategies for specific target markets, including social media, in-store, and coupons. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.D.i.1: Explain types of promotion.</p> <p>MME.EXP.1.D.i.2: Demonstrate the selection of items within the promotional mix.</p> <p>MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.D.i.1: Differentiate between the elements of the promotional mix.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.DMKT.5.A.i.1: Describe the goals of a digital marketing campaign: improving conversion rate, increasing brand awareness, gaining new customers, etc.</p> <p>MME.ENT.3.D.i.2: Identify promotional channels used to communicate with the business’s target audience.</p> <p>MME.MKT.8.D.i.1: Explain how sales promotions can be used to persuade customers to make a purchasing decision</p> <p>MME.DMKT.3.A.i.1: Describe channels used for digital marketing: search engines, social media, email, websites, blogs, whitepapers, infographics, texts, mobile apps, etc.</p> <p>MME.DMKT.3.A.a.1: Create appropriate digital marketing strategies.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LRN.4.D: Use internet and common productivity applications to maximize communication, collaboration, and social interactions in a professional manner.</p>

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Session Descriptions	<u>Wisconsin Marketing, Management & Entrepreneurship</u>	<u>Wisconsin Personal Financial Literacy And Career Readiness</u>
Theme 4: Marketing in the World		
<p>Theme 4 Project: Brand Awareness and Affinity Study</p> <p>Students learn the differences between brand awareness and brand affinity and how marketers build both through customer engagement.</p> <p>Students will:</p> <ul style="list-style-type: none"> Analyze marketing strategies used by companies to reach their primary target market. Evaluate a brand’s social media presence to determine whether or not the company is building affinity with users and how this might affect the brand’s evolution. Develop a customer affinity strategy using social media to engage with customers and potential customers. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.1.A.i.1: Identify why different customers purchase products.</p> <p>MME.MKT.1.A.i.2: Determine how different products and services meet the needs of consumers.</p> <p>MME.MKT.2.A.i.1: Summarize the importance of target marketing, and identify the market for a product or business.</p> <p>MME.MKT.2.B.i.1: Analyze the data from a market analysis to determine an appropriate target market for a product or business.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.DMKT.1.B.i.1: Describe the importance of marketing analytics.</p> <p>MME.DMKT.3.A.i.1: Describe channels used for digital marketing: search engines, social media, email, websites, blogs, whitepapers, infographics, texts, mobile apps, etc.</p> <p>MME.DMKT.3.A.a.1: Create appropriate digital marketing strategies.</p> <p>MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience.</p> <p>MME.DMKT.5.A.i.1: Describe the goals of a digital marketing campaign: improving conversion rate, increasing brand awareness, gaining new customers, etc.</p> <p>MME.DMKT.4.B.i.2: Identify social media platforms: Facebook, Twitter, Instagram, YouTube, Pinterest, TikTok, Snapchat, Reddit, etc.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM2.e.m Research individuals or organizations that give back and describe their impact on the local, state, tribal nation, country, or world.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p>

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Session Descriptions	<u>Wisconsin Marketing, Management & Entrepreneurship</u>	<u>Wisconsin Personal Financial Literacy And Career Readiness</u>
<p>4.1 Examining Your Current Market</p> <p>Students learn about the role of cultural differences in marketing and the importance of cultural etiquette and communication.</p> <p>Students will</p> <ul style="list-style-type: none"> • Learn the meaning of culture. • Describe the components of culture. • Analyze ways in which sociocultural factors affect domestic and international marketing. • Analyze the influence of technology in reaching a global market with your message. • Explore the experiences of a sociocultural group and develop methods of marketing products and services to that group. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.ECON.4.H.i.1: Discuss the impact of cultural and social environments on global trade.</p> <p>MME.MKT.8.B.i.2: Identify promotional messages that appeal to targeted audiences.</p> <p>MME.DMKT.3.A.i.1: Describe channels used for digital marketing: search engines, social media, email, websites, blogs, whitepapers, infographics, texts, mobile apps, etc.</p> <p>MME.DMKT.3.A.i.2: Explain the purpose of digital marketing.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.4.D: Use internet and common productivity applications to maximize communication, collaboration, and social interactions in a professional manner.</p> <p>WCRS.LIF.1.A: Develop a strong social and cultural identity, and reflect on how it connects with career identity.</p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself.</p> <p>WCRS.LIF.3.B: Describe connections between local and global issues and their impact on communities around the world.</p>

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<p>4.2 Global Marketing</p> <p>Students learn about the ways companies adjust their marketing strategies to comply with regulations and market conditions in other countries. Making global sales has become easier due to the Internet and means of transporting goods across borders.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Define global marketing. • Learn about global marketing strategies and the tools for creating them. • Assess the role of technology in enabling companies to compete effectively. • Examine companies with global marketing strategies and explain their benefits. • Research components of a global marketing strategy. • Identify a company that could benefit from global marketing and create a global marketing strategy for it. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.EXP.1.C.i.1: Illustrate how a product/service gets to the consumer.</p> <p>MME.EXP.1.C.i.3: Describe the movement of people, ideas, and products throughout the world.</p> <p>MME.ECON.4.H.i.5: Describe the impact of electronic communication tools – Internet, video- and computer-conferencing, webcasts, email- on global business activities.</p> <p>MME.ECON.5.B.i.1: Explain the nature of trade regulations.</p> <p>MME.MKT.7.C.i.1: Evaluate the forms of transportation available to a business or product.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.A: Find and use unbiased, rational information to defend ideas and make decisions.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LRN.4.D: Use internet and common productivity applications to maximize communication, collaboration, and social interactions in a professional manner.</p> <p>WCRS.LIF.3.C: Integrate diverse cultural perspectives and informational sources, from around the world, to inform decisions and actions.</p> <p>WCRS.LIF.3.B: Describe connections between local and global issues and their impact on communities around the world.</p>

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<p>4.3 Global Stakeholders</p> <p>Students learn how stakeholders affect and are affected by a company's objectives.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe a stakeholder. • Identify who the stakeholders are for a specific business. • Compare and contrast types of stakeholders and their impact on business decisions. • Determine the benefits of stakeholders. • Develop a stakeholder engagement plan. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.SEM.9.C.a.1: Demonstrate procedures for writing a sponsorship proposal.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LRN.4.A: Use word processing applications to organize and effectively communicate information.</p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself.</p> <p>WCRS.LIF.2.B: Communicate and collaborate with others, using various modes of communication, across languages, cultures, and contexts.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>

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<p>4.4 Competitive Analysis</p> <p>Students learn how companies analyze the differences and advantages of their market performance compared to their competitors and conduct competitive analysis themselves.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe an example of competition. • Compare and contrast marketing strategies of competitors in a single industry. • Identify the role of the market leader, challenger, follower, and nicher in an industry. • Assess how a company’s competition in an industry impacts its marketing strategy. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.ECON.4E.i.2: Examine how competition for similar products impacts buyers and sellers.</p> <p>MME.MKT.4.D.i.1: Examine how a business’s or product’s brand is positioned relative to other competitors in the market.</p> <p>MME.SEM.3.E.i.1: Identify the components of a market analysis.</p> <p>MME.DMKT.1.B.i.1: Describe the importance of marketing analytics.</p>	<p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LIF.2.A: Develop respectful and supportive relationships with people who are similar to and different from oneself</p>

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<p>Case Study: Building a Brand</p> <p>Students will discover the commonalities between personal identity and brand identity. They will learn and apply the steps for building a brand for a new company.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Increase brand visibility for a specific company. • Create strategic messaging for a specific company. • Create an identity package, including a new logo, to showcase the depth of knowledge, strong values and longevity, and industry experience represented in a specific company. 	<p><u>Wisconsin Marketing, Management & Entrepreneurship</u></p> <p>MME.MKT.1.D.a.1: Employ promotional mix strategies and develop promotional activities for a promotional plan to maximize return on promotional efforts. Measure and evaluate the results of promotional plan efforts.</p> <p>MME.MKT.8.A.a.1: Develop effective promotions for a marketing campaign for a product or business.</p> <p>MME.MKT.8.B.a.1: Select appropriate advertising medium(s) to reach the desired target audience.</p> <p>MME.SEM.4.C.i.1: Explain procedures for developing marketing plans.</p>	<p><u>Wisconsin Personal Financial Literacy</u></p> <p>PFL FM2.e.m Research individuals or organizations that give back and describe their impact on the local, state, tribal nation, country, or world.</p> <p><u>Wisconsin Career Readiness</u></p> <p>WCRS.LRN.2.B: Use design thinking and valid research practices to develop solutions to authentic problems and opportunities.</p> <p>WCRS.LRN.3.A: Express creatively, think critically, and produce innovative products and processes by utilizing technology.</p> <p>WCRS.LIF.4.B: Communicate a clear vision, and bring people together around shared goals to create positive, ethical change.</p> <p>WCRS.LIF.4.D: Lead strategic planning using project management principles.</p>

Wisconsin Career Readiness Standards WCR

Wisconsin Marketing, Management and Entrepreneurship MME

Wisconsin Personal Financial Literacy PFL