

## EWHS Course Scope & Sequence

<b>Course Title</b>	<b>Intro to Marketing</b>			
<b>Course Overview</b>	<p>This course introduces students to the foundational principles of marketing and the role marketing plays in business and society. Students explore key concepts including customer focus, segmentation, targeting, the marketing mix, and strategic marketing decisions. The course also examines ethics, social responsibility, marketing research, and consumer behavior, helping students understand how organizations use data, strategy, and customer insights to create value and build strong customer relationships. Through case studies, discussions, and applied activities, students connect marketing concepts to real-world business practice.</p>			
<b>Unit Component</b>	<b>Unit 1</b>	<b>Unit 2</b>	<b>Unit 3</b>	<b>Unit 4</b>
<b>Title</b>	Why Marketing Matters	The Marketing Function	Segmentation and Targeting	Corporate Alignment
<b>Guiding or Essential Questions</b> <i>(if applicable)</i>	How does marketing influence our daily decisions and perceptions, when we aren't aware of it?	How can companies learn from past marketing failures?	In what ways can targeted marketing strategies create a competitive advantage for companies in diverse markets?	How do companies ensure that their marketing strategies align with their overall corporate goals to drive business success in a competitive market?
<b>Topic</b>  This should be the overarching theme or big idea. Brief overview of the unit.	This unit introduces students to the importance of marketing by exploring its role in everyday life and its strategic impact on businesses and society. Through activities and case studies, students will learn how marketing influences consumer behavior, builds customer relationships, and creates value across different types of organizations.	In this unit, students will explore the core elements of the marketing function, focusing on the importance of the customer, the concepts of segmentation and targeting, and the marketing mix (the four Ps). Through case studies, discussions, and practical applications, students will gain a deeper understanding of how these elements work together	In this unit, students will delve into the crucial concepts of market segmentation and targeting, which are foundational to successful marketing strategies. They will learn about the purpose of segmentation and targeting, explore common segmentation approaches, and understand how to select and target the right customer segments. Additionally, students will	In this unit, students will explore the relationship between marketing strategies and broader corporate strategies. They will learn about the key components of a marketing strategy, how analytic tools are used to inform strategic decisions, and the importance of aligning marketing efforts with corporate goals. Additionally, students will delve into the role of customer

		to drive successful marketing strategies.	analyze how targeting decisions influence each element of the marketing mix.	relationships in the success of marketing strategies.
<b>Length (weeks)</b>	2.5	3	3	4

<b>Unit Component</b>	<b>Unit 5</b>	<b>Unit 6</b>	<b>Unit 7</b>	
<b>Title</b>	Ethics and Social REsponsibility	Marketing Information and Research	Consumer Behavior	
<b>Guiding or Essential Questions</b> <i>(if applicable)</i>	How can companies balance the pursuit of profit with the need to engage in ethical marketing practices?	How can businesses leverage marketing information to better understand consumer behavior?	How do companies tailor their marketing strategies to influence consumer behavior at different stages of the buying process,	
<b>Topic</b>  This should be the overarching theme or big idea. Brief overview of the unit.	In this unit, students will explore the critical role of ethics and social responsibility in marketing. They will learn about the types of ethical issues that arise in marketing, the laws that regulate marketing practices, and how ethical dilemmas differ between business-to-business (B2B) and consumer marketing. Additionally, students will examine the measures companies take to encourage ethical behavior and the impact of corporate social responsibility (CSR) on marketing strategies.	In this unit, students will explore the critical role of marketing information in helping firms understand consumer behavior, make informed decisions, and develop effective marketing strategies. They will learn about the different types of marketing information, the process of conducting marketing research, and the tools and systems used to manage and analyze data. Additionally, students will gain hands-on experience in using marketing information to inform and refine marketing strategies.	In this unit, students will explore the psychological, social, and economic factors that influence consumer behavior. They will learn about the stages of the consumer buying process, distinguish between low-involvement and high-involvement purchasing decisions, and examine the key factors that influence both consumer and business-to-business (B2B) purchasing decisions.	

<b>Length (weeks)</b>	3	3	2	
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