



Dublin City Schools
Business
Graded Course of Study
2022

Business Education Vision

In Dublin City Schools, we believe that all students deserve experiential learning opportunities that support each child in making connections to business and industry. The Business curriculum provides our high school students with learning experiences that focus on the development of employability and technical skills through collaboration, design thinking, problem solving, and resilience. We believe that by teaching students these skills, they can transfer them to their future endeavors that may include education, entrepreneurship, enlistment and/or employment.

Instructional Agreements:

- Experiential learning will be a cornerstone of learning within Business, providing students with real-life learning that will serve their future.
- Students will be provided opportunities to connect their learning with their own experiences.
- Employability (soft) skills will be integrated into course instruction.
- Learning will connect to real world problems and applications.

Marketing & Advertising

Marketing & Advertising Course Goals:

This course is designed to give students an understanding of how businesses in our modern society market and advertise their goods and services to consumers. Students will have the opportunity to apply the concepts learned to create marketing campaigns for real products, including creating commercials, and professional graphic/visual presentations.

Marketing and the 4 P's		
Strand	Topic	Content Statements
5. Marketing Learners implement tactics, processes and strategies to create, communicate, deliver and exchange offerings of value to others by understanding and applying marketing functions, including channel management, marketing-information	5.1 Marketing Fundamentals: Describe principles of marketing, marketing functions and the factors influencing their effectiveness.	5.1.1 Identify marketing functions, their interrelatedness, their overall contributions to business strategy and the metrics used to measure success. 5.1.2 Identify legal and ethical issues associated with marketing activities or functions, describe the organizational values impacted, and identify the marketing-mix components (e.g., product, price, promotion, place) affected. 5.1.5 Describe the function of pricing to understand its role in marketing. 5.1.6 Explain factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate policies, competitive strategy, stage of customer life cycle). 5.1.7 Describe foundational concepts associated with product and service management to understand its nature and scope (e.g., product life cycles). 5.1.8 Explain the drivers of brand and the impact, benefits and drawbacks of branding. 5.1.9 Describe promotion's nature, scope and role in meeting business objectives (e.g., types of promotion, promotional mix, promotional channels).

management, market planning, pricing, product and service management, promotion and selling.		
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Marketing Research & Consumer Behavior		
Strand	Topic	Content Statements
3. Business Relationships Learners apply tactics, processes and strategies to develop and build relationships with stakeholders (e.g., customers, staff, vendors), to address stakeholder interactions and problems and to develop a collaborative work environment.	3.3 Business Communications Management: Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications.	3.3.13 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations. 3.3.14 Communicate research information to others (e.g., display data in charts or graphs, prepare presentations, prepare written reports).
5. Marketing	5.3 Marketing Information	5.3.1 Distinguish between market-driven and customer-driven

Learners implement tactics, processes and strategies to create, communicate, deliver and exchange offerings of value to others by understanding and applying marketing functions, including channel management, marketing-information management, market planning, pricing, product and service management, promotion and selling.	Management: Apply the concepts, systems and tools needed to gather, synthesize, evaluate and disseminate marketing information for use in making business decisions that achieve organizational goals and objectives.	information, and explain the need for marketing information. 5.3.2 Describe the factors that determine the relevancy of information for marketing purposes
	5.4 Marketing Research: Apply qualitative and quantitative research methods, techniques and tools to gather, synthesize, evaluate and disseminate information about a specified problem, issue or opportunity for use in making business decisions that achieve organizational goals and objectives.	5.4.1 Explain reasons for conducting marketing research and the importance and scope of marketing-research activities, and distinguish among research types (e.g., primary, secondary, quantitative, qualitative). 5.4.2 Determine the need for and value of marketing research, describe its impact on business strategies and set research objectives. 5.4.3 Explain marketing-research design considerations, and identify the type of research appropriate for different business objectives, problems or opportunities.

Digital & Social Media in Marketing		
Strand	Topic	Content Statements
5. Marketing Learners	8. Branding: Apply branding techniques and methods to acquire	5.8.1 Describe the role and importance of customer voice in branding and how this voice may vary across media and channels.

<p>implement tactics, processes and strategies to create, communicate, deliver and exchange offerings of value to others by understanding and applying marketing functions, including channel management, marketing-information management, market planning, pricing, product and service management, promotion and selling.</p>	<p>position in the minds of internal and external customers that is consistent with organizational goals and objectives.</p>	
<p>8. Process Management Learners apply principles of business-process management to define, execute, visualize, analyze, measure and improve</p>	<p>2. Data Research and Analysis: Apply structured approaches and tools to capture, analyze, and interpret data to assist in the achievement of organizational goals.</p>	<p>5.9.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social) and the use of public-relations activities and trade shows or expositions. 5.9.2 Explain types of media used in advertising (e.g., print, broadcast, digital, out-of-home, specialty, direct mail, product placement) and the types of advertisements used by those media.</p> <p>8.2.6 Describe the nature of mining unstructured data (e.g., online discussion forums, social networks, call scripts).</p>

processes to achieve organizational goals.		
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Selling		
Strand	Topic	Content Statements
<p>3. Business Relationships Learners apply tactics, processes and strategies to develop and build relationships with stakeholders (e.g., customers, staff, vendors), to address stakeholder interactions and problems and to develop a collaborative work environment.</p>	<p>3.3 Business Communications Management: Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications.</p>	<p>3.3.5 “Sell” ideas to internal and external audiences</p>
<p>5. Marketing Learners implement tactics, processes and</p>	<p>5.1 Marketing Fundamentals: Describe principles of marketing, marketing functions and the factors influencing their effectiveness.</p>	<p>5.1.10 Describe the impact of industry, environment and culture on the nature and scope of selling and sales activities (e.g., customer service, relationship building).</p> <p>5.1.11 Describe sales processes and techniques that can be used to facilitate selling.</p>

<p>strategies to create, communicate, deliver and exchange offerings of value to others by understanding and applying marketing functions, including channel management, marketing-information management, market planning, pricing, product and service management, promotion and selling.</p>		<p>5.1.12 Explain the impact of technology on marketing costs, marketing strategy and marketing return on investment.</p>
	<p>5.6 Pricing: Apply the concepts and strategies needed to determine and adjust prices to maximize return and meet customers or clients' perception of value.</p>	<p>5.6.9 Compare and contrast the pricing of goods and services in business-to-business (B2B) and business-to-consumer (B2C) environments.</p> <p>5.6.10 Compare and contrast the pricing of tangible versus the pricing of intangible goods.</p>
	<p>5.7 Product and Service Management: Apply the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p>	<p>5.7.1 Describe quality assurances (e.g., guarantees, warranties, standards) used to inform customers and encourage sales.</p> <p>5.7.6 Employ product-mix strategies to meet customer or client expectations.</p>
	<p>5.11 Selling: Determine client needs, wants and fears; and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.</p>	<p>5.11.3 Describe the impact that digital communication is having on selling.</p> <p>5.11.4 Identify sources of product information that can be used to communicate product benefits and ensure appropriateness of a product for the customer or client.</p>