

Marketing Management Program of Study

Career Cluster®: Marketing

Pathway: Marketing Management

CIP Code: 52.1401

Description/Overview	
The courses in this program will prepare students to pursue a career in Marketing.	
Course One – Principles of Marketing (In Development)	
Unit and Title	Essential Questions
Unit 1 – Foundations of Marketing	<ul style="list-style-type: none">• How can comprehension and implementation of marketing concepts provide success in the business world?
Unit 2 – Marketing and Society	<ul style="list-style-type: none">• What responsibilities do marketers have to tell the truth, the whole truth, and nothing but the truth?• What influence does marketing have on the US and International economies?• How does marketing uniquely unite the world?
Unit 3 – Promotion	<ul style="list-style-type: none">• In what ways do communications and promotions achieve marketing goals?• What are some examples of marketing communications and promotions?• How can advertising shape the success of a business, institution, or cause?• What are the ethical responsibilities when using advertising techniques?
Unit 4 – Distribution	<ul style="list-style-type: none">• How is distribution affected by new marketing trends?• What factors are used to determine distribution methods?• What effect does distribution have on marketing a product?• How is efficiency related to product distribution?
Unit 5 – Pricing	<ul style="list-style-type: none">• How does pricing effect marketing decisions?• What factors affect price decisions?• How is the cost of a product determined?• What is the difference between price and value?

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Unit 6 – Branding	<ul style="list-style-type: none"> • How does a business develop a product? • Why is product planning important to a business? • How are packaging, branding, and labeling important in product planning? • What are the effective elements of a successful product? • How is the product life cycle used in marketing?
Course Two – Marketing Applications (In Development)	
Unit and Title	Essential Questions
Unit 1 – E-Marketing	<ul style="list-style-type: none"> • What tools are available to marketers to efficiently communicate with a target market? • How can I prepare myself for a world where change will be the only constant?
Unit 2 – Business to Business (B2B)	<ul style="list-style-type: none"> • What are the salient differences between B2C and B2B commercial interactions? • What marketing strategies are most effective in the B2B environment? • What are the roles of key managers in B2B marketing?
Unit 3 – Sports and Entertainment	<ul style="list-style-type: none"> • What motivates consumers to spend a significant portion of their discretionary income on entertainment activities?
Unit 4 – Fashion Marketing	<ul style="list-style-type: none"> • What lessons from fashion marketing can be applied to broader marketing and life issues? • How does the concept of production planning interact with traditional marketing skills to ensure business success?
Unit 5 – Retail Marketing	<ul style="list-style-type: none"> • What are the functions retailers support, and how do these satisfy consumer needs and wants? • What are the contemporary retailing channels? • How do retailers create value for consumers?

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Course Three – (TBD)
In development.
Postsecondary Connections
NJDOE is pursuing articulation agreements with two and four-year colleges.
Teacher Certification Required
Business: Marketing Standard Certificate (Endorsement Code: 2560) Teacher of Comprehensive Business Standard Certificate (Endorsement Code: 1300)
Training
Prior to implementing and receiving curriculum, schools are required to attend training provided by the NJDOE. Please contact Lori Howard to discuss resources available prior to training.
Contact Information
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