

Business Management

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Goal: To define marketing concepts and explore the relationship between business activities and marketing.

Description: To satisfy economic needs, businesses depend on practicing marketing concepts. This presentation classifies and explains business activities as production, marketing, management or finance functions. Students learn how to explain the interdependency between business activities and marketing.

M	<p>Objectives: 1. To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes. 2. To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing. 3. To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral. 4. To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</p>	<ul style="list-style-type: none">- Show slides 1 to 17 of the Marketing Concepts - The Marketing Concepts segment.- Marketing Strategies Project and allow groups to work.- Distribute the Inbound or Outbound Activity for students to begin.
T		<ul style="list-style-type: none">- Show slides 18 to 30 of the Marketing Concepts - The Marketing Concepts segment.- Students should complete the corresponding Assessment.- Have students begin the Marketing Functions Activity.
W		<ul style="list-style-type: none">- Allow time for students to work on their Projects/Activities.
Th		<ul style="list-style-type: none">- Show slides 31 to 45 of the Marketing Concepts - Segmentation segment.- Hand out the Demographics Activity and allow students to work.- Distribute the My Demographics Project for students to begin.
F		<ul style="list-style-type: none">- Show slides 46 to 66 of the Marketing Concepts - Segmentation segment. Students should complete the corresponding Assessment.