

Business Management

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May 5-9

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 interdependence between business activities and marketing.

M	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.	<ul style="list-style-type: none">- Allow time for students to work on their Projects.
T		<ul style="list-style-type: none">- Show slides 67 to 75 of the Marketing Concepts - Marketing Mix segment.- Distribute the Marketing Mix Outline Activity and allow students to work.- Hand out the Marketing Yourself Matrix Activity for students to begin.
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 76 to 91 of the Marketing Concepts - Marketing Mix segment.- Students should complete the corresponding Assessment.
F		<ul style="list-style-type: none">- Show the Marketing Concepts - Trends in Marketing & Advertising segment.- Students should complete the corresponding Assessment.- Distribute the Marketing Concepts Final Assessment and allow time for students to complete it.