Week of/

(# of school days) Chapter Objectives NOTES

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| Aug. 28(2) | **Chapter 1 Section 1.1**• Describe the scope of marketing.• Describe each marketing core function. |  |
| Sept. 4(4) | • Explain the marketing concept. |  |
| Sept. 11(5) | **Section 1.2**• Describe the benefits of marketing.• Explain the concept of utility.• Cite examples of utilities. |  |
| Sept. 18(4.5) | **Section 1.3**• Describe how marketers use knowledge of the market to sell products.• Compare and contrast consumer and organizational markets. |  |
| Sept. 25(5) | • Explain the importance of target markets.• Explain how each component of the marketing mix contributes to successful marketing. |  |
| Oct. 2(4) | **Chapter 2 Section 2.1**• Learn how to conduct a SWOT analysis.• List the three key areas of an internal company analysis.• Identify the factors in a PEST analysis. | **Introduction to CC2C** |
| Oct. 9(4) | • Explain the basic elements of a marketing plan. | Wed. Oct. 11-PSAT/SAT |
| Oct. 16(4.5) | **Section 2.2**• Explain the concept of market segmentation. |  |
| Oct. 23(5) | • Analyze a target market.• Differentiate between mass marketing and market segmentation. |  |
| Oct. 30(5) |  |  |