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) |  |  |