

Foundations of Marketing

10 Lessons and Activities

**A FULL SEM UNIT
aligned with the
National Business
Education
Association's (NBEA)
Standards**

**Includes a
Lesson Library
to make the activities
Easy-to-Find**



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS 'FOUNDATIONS OF MARKETING' UNIT SO GREAT?

- ✔ Designed by an educator with **30 years** experience.
- ✔ **NO PREP** lessons & activities that are **ENGAGING** and **FUN**.
- ✔ **Aligned** to the National Business Education Association (NBEA) standards.
- ✔ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✔ Use these versatile marketing lessons & activities in your multiple business education preps!



WHAT DO YOU GET?

- ✔ Lesson Library that keeps the instructor organized
- ✔ Student Copies
- ✔ Teacher's Keys & Student Examples
- ✔ Pacing Guides
- ✔ National Business Education Association (NBEA) Standards



Includes **everything** the teacher needs for success including many teacher notes, tips, and suggestions!

Includes a **LESSON LIBRARY** to keep you organized



Foundations of Marketing Unit

All lessons & activities are in the order that I recommend teaching them.

Foundations of Marketing SEM	Student Copy	Teacher's Key/ Student Example	Pacing	National Business Education Association (NBEA) Standards
	What is Marketing? SEM	What is Marketing? Teacher's Key	30 min	<p>I. Foundations of Marketing</p> <p>1.Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, society and global community.</p> <p>Level 3 Performance Expectations</p> <p>6. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market.</p> <p>7. Recognize the elements of the marketing mix (e.g., product, price, distribution, and promotion) create an image or personality (position) for a product and connect directly to customers' needs and wants.</p> <p>8. Describe the wide scope of marketing—business-to-consumer, business-to-business, consumer-to-consumer, group buying, industrial, nonprofit, personal, government, and electronic.</p> <p>9. Describe the importance of marketing in a global economic environment.</p> <p>10. Discuss marketing practices that violate customer rights and consumer advocacy (specifically the impact of marketing on consumer privacy concerns)</p>
	Our Favorites	N/A	40 min	
	The Elevator Speech Great "Get to Know You" activity	N/A	35 min	
	Marketing Concept Intro	Marketing Concept Teacher's Key	40 min	
	*TopGolf Case Study	Topgolf Case Study Teacher's Key	30 min	
	Steps in the Marketing Plan	Steps in the Marketing Plan Teacher's Key	60 min	
	Marketing Mix- Movie file	Marketing Mix- Movie File Teacher's Key	40 min	
	*American Eagle Class Action Lawsuit	American Eagle Class Action Lawsuit Teacher's Key	40 mins	
	Sports Marketing Career Discovery	Teacher's Key Student Example	30 mins	
Events Marketing Career Discovery	Teacher's Key Student Example	30 mins		

Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint

10 SEM Lessons & Activities

- ✔ **What is Marketing? (2)**
- ✔ **The Elevator Speech/Pitch**
- ✔ **Marketing Concepts**
- ✔ **TopGolf Case Study**
- ✔ **Steps in the Marketing Plan**
- ✔ **Marketing Mix**
- ✔ **AEO Class Action Lawsuit**
- ✔ **Sports and Events Marketing Careers (2)**



Approx. 6-7 Hours Teaching Duration

This is the 1st
SEM Unit –
Foundations
of Marketing

Sports & Entertainment Marketing

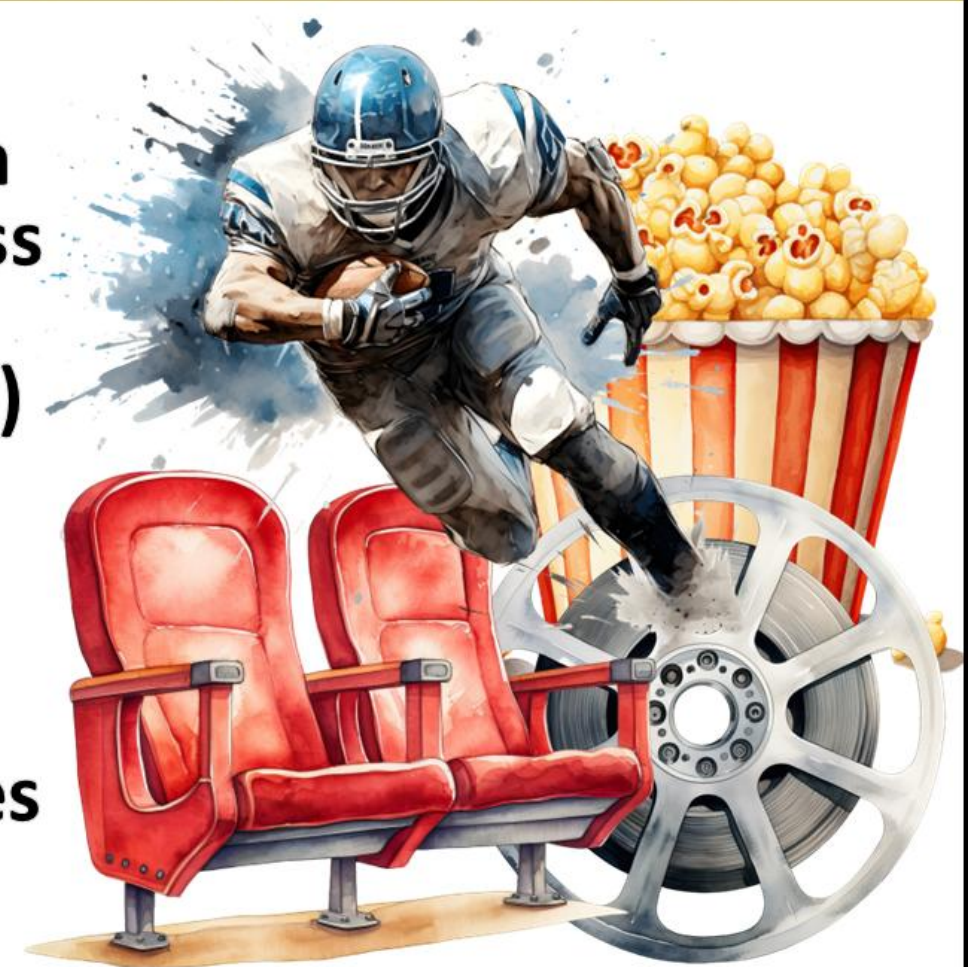
FULL SEMESTER COURSE

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BUSINESS EDUCATION WITH *Denise Leigh*





Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

