



Marketing 3&4 Scope & Sequence Year 2

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
<p>Technical Standards 70 90 Professional Standards 20 50 70</p> <p><u>Unit 1</u> Role of Leadership and Professional Skills</p> <ul style="list-style-type: none"> Identify goals of a marketing plan Compare and contrast leadership and management styles <p>Technical Standards 40 60 Professional Standards 10 50</p> <p><u>Unit 2</u> Analyze Market Mix for Existing Company</p> <ul style="list-style-type: none"> Identify Marketing Mix strategies Explain the components of a promotional mix <p>Technical Standards 50 Professional Standards 10 50</p> <p><u>Unit 3</u> Point of Sale (POS) and Policies</p> <ul style="list-style-type: none"> Examine selling concepts Maintain customer relations <p>* CTE Fall Leadership Conference</p>	<p>Technical Standards 30 50 90 Professional Standards 40 50</p> <p><u>Unit 4</u> Marketing to Customers</p>		