



Marketing

Teacher Notes Revised August 1999 (see alternate schedules)

Text	Marketing Essentials
Primary Resources	Student Activity Workbook Student Templates The software is in Microsoft Works; the word-processing and spreadsheets can be opened directly without any problems into WORD and EXCEL. Students should open the drop-down box and choose However, the database is NOT compatible with ACCESS. Until we solve this problem, we have made no database assignments.
Other Resources	Marketing Math
Revisions	Schedule: suggested alternate schedule Spreadsheet LAP now included in LAP 1 LAPs represent Units but divided into parts (6A, 6B...) of approximately 5-8 classes to make student accountability and grading easier Questions and Projects attached to LAPs Answers can be keyed or written on attached pages OMIT m503math.doc (LAP MATH-Chapter 8) m503mat2.doc (LAP MATH2- Chapter 18) Possible use of MULTIMEDIA VIDEOS (from Entrepreneurship) as Project

SCHEDULE

REVISED LAP ORDER SUGGESTED. This text (and others) state that the heart of marketing is the Three (or Four) P's—product, pricing, promotion and place. Since many students will take only one semester of Marketing, we suggest that the first semester course follow the revised schedule.

REVISED SEMESTER 1	CLASSES	ORIGINAL SEMESTER 1	CLASSES
LAP 1 Spreadsheet Start Chapters 1–2	10	LAP 1 Spreadsheet Start Chapters 1–2	10
LAP 6 (A-E) Promotion Chapters: 19-20-21- 22-23	30	LAP 2 Economic Essentials Chapters 3-4	8
LAP 8 (A-B) Pricing Chapters: 29-30-31(part)	13	LAP 3 Marketing Essentials Chapters 5-6-7	10
LAP 9 Market Research Chapters: 32-33	10	LAP 4 (A-B) Human Resources Chapters: 9-10-11-12	18
LAP 10 (A-B) Product Planning Chapters: 34-35-36	10	LAP 5 (A-B) Selling Chapters: 13-14-15-16-17	15
PROJECT MultiMedia Yearbooks filename: m503my	18	LAP 6 (A-E) Promotion Chapters: 19-20-21-22-23	30

REVISED SEMESTER 2	CLASSES	ORIGINAL SEMESTER 2	CLASSES
LAP 2 Economic Essentials Chapters 3-4	8	LAP 7 (A-B-C) Buying and Distribution Chapters : 24-25-26-27-28	20
LAP 3 Marketing Essentials Chapters 5-6-7	10	LAP 8 (A-B) Pricing Chapters: 29-30-31 (part)	13
LAP 4 (A-B) Human Resources Chapters: 9-10-11-12	18	LAP 9 Market Research Chapters: 32-33	10
LAP 5 (A-B) Selling Chapters: 13-14-15-16-17	15	LAP 10 (A-B) Product Planning Chapters: 34-35-36	10
LAP 7 (A-B-C) Buying and Distribution Chapters : 24-25-26-27	20	PROJECT MultiMedia Yearbooks filename: m503my	18
LAP 11 (A-B) Entrepreneurship Chapters: 37-38-39-40	16	LAP 11 (A-B) Entrepreneurship Chapters: 37-38-39-40	16
LAP 12 Career Planning Chapters: 41-42-43	10	LAP 12 Career Planning Chapters: 41-42-43	10

The LAPS are based on the Lesson Plans Booklet (which, if you are teaching a class, is excellent), however we chose as assignments only those activities which are easy for the Lab instructor to correct because the answers are found in the Teacher Editions of the text (on the Chapter Review pages) and workbook. For the first semester LAPS, Question Worksheets (rather than just page and question number references in the assignment table) containing the student assignments have been attached to the LAP.

The Lesson Plans suggest many other interesting and worth-while activities which you may want to incorporate or use as bonus activities.)

WORKSHEETS

All first semester LAPs have worksheets attached; these worksheets contain the questions from the end of the chapter. It is suggested that you send these LAPs to your students' home directories so that they can answer them directly on the computer and then print them out to turn in. The purpose of these worksheets is to make correcting easier by having all questions together—and to maximize keyed (as opposed to hand-written) work.

EVALUATION

Each major LAP is a Unit; however, some LAPS were found to be too lengthy; they have been separated (for example) into LAPS 5a, 5b and 5c with the Unit Test or a Unit Project at the end.

If the LAP has been divided into sections, students are directed to see the instructor for "Evaluation Materials"; at these points, teachers could give the appropriate Chapter Tests for students for intermediate grades—or for practice and self-correction.

PROJECT

The MULTIMEDIA YEARBOOKS project can be used either in Marketing or Entrepreneurship. (If students have used this project in a previous course, CRACKERS BAKERY can be used for the second course.) The project files can be found in the Entrepreneurship files on the LAPS webpage.

TEACHER SUGGESTIONS

Have students first look over a chapter and read the inserted (boxed) material before reading the "text"; otherwise the "glitzy" material interrupts the flow of information in the text.

Paula Mood told us that she stores her LAPS in K:\Common and each student accesses the next LAP and prints it--saving you the duplicating time.

We would appreciate your input on improvements to be made (especially with regard to other resources and websites, time allowed, and activities to be added or eliminated). If you have questions, the following people will try to answer them.

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