

MODULE	CONTENT	ACTIVITY	LEARNING OBJECTIVES
Marketing Project	Customer Segments Target Market Demographics Psychographics Geographics	Garbology Market Day Zip Code Lookup	PE 5d PE 5a, 5b, 5e
Functions of Marketing	Value Proposition Branding Logos and Slogans Product Life Cycle Competitive Advantage Marketing: Role of Subjective Value Channels of Distribution Types of Marketing Ethics in Marketing Customer Focus	Invention Activity Innovation Activity Alphabet Soup Market Day Jones Soda Research and Development	PE 3a, 3b PE 5a, 5c, 5f - h I 1c, 4a - 4e
Market Research	Market Research	Hershey's Market Research Activity Market Day	PE 2a Citizenship LO 1.f 4d, 4e

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