



Marketing Unit 1: Branding is Everything

Unit Focus

One of the challenges in Marketing is being able to strike an emotional connection with consumers. This unit looks at how a company builds a brand to connect with consumers. Students will look at how a company positions themselves in a competitive market, and how that influences the brand message that they communicate to consumers. Students will also learn how to decode messages to learn what an advertisement is really saying and how the emotional appeal by the company shapes the brand. The PBA gives students the beginning of a case study about Real Burger World (a non-fictional business) and asks them to build their brand and message.

Stage 1: Desired Results - Key Understandings

Standard(s)	Transfer	
Connecticut Goals and Standards <i>Marketing Education (CTE)</i> <ul style="list-style-type: none">Identify ways to create positive relationships with customers to enhance a company's image. <i>M.A.2</i>Determine ways to reinforce a company's image to exhibit the company's brand promise. <i>M.A.4</i>Describe customer, client, and business behavior and how it motivates decision-making. <i>M.C.12</i>Develop marketing strategies to guide marketing tactics. <i>M.C.13</i>Identify ways products and services can be positioned to acquire a desired business image. <i>M.D.20</i>	<i>Students will be able to independently use their learning to...</i> T1 Communicate effectively based on purpose, task, and audience using appropriate vocabulary.	
	Meaning	
	Understanding(s)	Essential Question(s)
	<i>Students will understand that...</i> U1 Delivering a remarkable experience to customers is centered on delivering a compelling story. U2 Marketing uses powerful psychological tools to leverage important aspects of how customers see themselves and their connection to the broader community.	<i>Students will keep considering...</i> Q1 How does the mission of the company drive the brand? Q2 What is the perception customers already have of your company? Q3 What connections do you want customers to associate with your company? Q4 What is the primary message you want to portray/communicate to customers? Q5 How does a company generate emotions tied to their brand to build customer loyalty?
	Acquisition of Knowledge and Skill	
Madison Public Schools Profile of a Graduate <ul style="list-style-type: none">Design: Engaging in a process to refine a product for an intended audience and purpose. (POG.2.2)Product Creation: Effectively use a medium to communicate important information. (POG.3.2)	Knowledge	Skill(s)
	<i>Students will know...</i> K1 Perception Maps K2 Purpose of a mission statement K3 Appeal techniques (informational, direct comparison, humor-based, emotionally-based, sexually-based, fear-based) K4 Consumer Based Brand Equity Model	<i>Students will be skilled at...</i> S1 Create a perception map S2 Use a mission statement to develop a message and brand S3 Develop emotional connections to customers using an appeal technique S4 Create a logo and slogan that communicates the brand image S5 Develop a social media presence for a company that communicates their brand and connects to customers emotionally. S6 Develop a consumer based brand equity model