

NORTHERN BURLINGTON COUNTY REGIONAL SCHOOL DISTRICT
2020 Course Map/Pacing Guide

Department	Business	Course	Marketing II
Source of Standards https://www.nj.gov/education/cccs/2020/2020%20NJSL-CLKS.pdf https://www.state.nj.us/education/cccs/2014/career/93.pdf			
<ul style="list-style-type: none"> • New Jersey Student Learning Standards 2020 <ul style="list-style-type: none"> ○ <Specific Content Standards> ○ English Language Arts (Companion Standards for History, Social Studies, Science and Technical Subjects) ○ College Board • Career Readiness, Life Literacies, and Key Skills; <ul style="list-style-type: none"> ○ All courses Focus on - 9.4 Life Literacies and Key Skills (p. 49) 			
Sequence- Unit Titles and Number of weeks per unit (total = 18 semester/ 36 year)			
Unit 1: Marketing Research - 2 weeks Unit 2: Sports Marketing - 3 weeks Unit 3 - Retail Marketing - 10 weeks Unit 4 - Entertainment Marketing - 7 weeks Unit 5 - Hospitality/Tourism Marketing - 6 weeks Unit 6 - Fashion Marketing - 4 weeks Unit 7 - Capstone Project - 4 weeks			
Enduring Understanding (link to guide)			
Essential Questions (link to guide)			
Reporting Student Progress (link to pyramid)			
All courses follow a balanced assessment system with Practice, Assessments, Evaluations. Each category includes formative, summative and alternative assessments.			
Accommodations and Modifications (link to menu)			

Integrated accommodations and modifications for special education students, English language learners, students at risk of school failure, gifted and talented students, and students with 504 plans

Resources (Text and Technology)

- Marketing Essentials Textbook (McGraw Hill/Glencoe 2012)
- Student Activities and Study Guide for Marketing Essentials (McGraw Hill/Glencoe 2012)
- EdPuzzle
- DECA Role Plays