

# Marketing Management (8132)

## Teacher Resources by Duty Area

### Providing an Overview of Marketing

- [Starting a Business, U.S. Small Business Administration](https://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business)  
(<https://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business>)

### Examining Ethics

- [Writing Your Moral Code, Career and Technical Education Consortium of States](https://www.ctecs.org/sites/default/files/files/2019WritingYourMoralCode.pdf)  
(<https://www.ctecs.org/sites/default/files/files/2019WritingYourMoralCode.pdf>)

### Examining the Economic Environment of Marketing

- [EconEdLink, National Council on Economic Education](https://www.econedlink.org/resources/?resources%2F&type%5B%5D=11)  
(<https://www.econedlink.org/resources/?resources%2F&type%5B%5D=11>)
- [Virginia Council on Economic Education](http://www.vcee.org) (<http://www.vcee.org>)

### Exploring Marketing Research and Segmentation

- [Market Research and Competitive Analysis, U.S. Small Business Administration](https://www.sba.gov/content/do-your-market-research)  
(<https://www.sba.gov/content/do-your-market-research>)
- [Write Your Business Plan, U.S. Small Business Administration](https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan)  
(<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>)

### Managing Communication in Marketing

- [Marketing Sales, U.S. Small Business Administration](https://www.sba.gov/business-guide/manage-your-business/marketing-sales) (<https://www.sba.gov/business-guide/manage-your-business/marketing-sales>)

### Investigating the Product and/or Service Life Cycle

- [Lesson Plan: Growth of an Industry, Canadian Broadcasting Corporation \(CBC\)](http://www.cbc.ca/archives/teachers/lesson-plan/growth-of-an-industry.html)  
([www.cbc.ca/archives/teachers/lesson-plan/growth-of-an-industry.html](http://www.cbc.ca/archives/teachers/lesson-plan/growth-of-an-industry.html))
- [Lesson Plan: Product Life Cycle, PBS Learning Media](https://vpm.pbslearningmedia.org/resource/lpsc10.sci.life.lp_product/product-life-cycle/)  
([https://vpm.pbslearningmedia.org/resource/lpsc10.sci.life.lp\\_product/product-life-cycle/](https://vpm.pbslearningmedia.org/resource/lpsc10.sci.life.lp_product/product-life-cycle/))

## Pricing Products and Services

- [Lesson Plan: Break-Even Analysis, National Council on Economic Education](https://www.econedlink.org/resources/break-even-analysis/) (<https://www.econedlink.org/resources/break-even-analysis/>)
- [Lesson Plan: What Does a Dollar Really Buy, National Council on Economic Education](https://www.econedlink.org/resources/what-does-a-dollar-really-buy/) (<https://www.econedlink.org/resources/what-does-a-dollar-really-buy/>)

## Managing Distribution and Inventory

- [Lesson Plan: How E-Commerce Influences Consumer Choice, National Council on Economic Education](https://www.econedlink.org/resources/how-e-commerce-influences-consumer-choice/) (<https://www.econedlink.org/resources/how-e-commerce-influences-consumer-choice/>)

## Marketing Products and Services Internationally

- [Develop Your Export Plan, U.S. Small Business Administration Office of International Trade](https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-international-trade/develop-your-export-plan) (<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-international-trade/develop-your-export-plan>)
- [Export Products, U.S. Small Business Administration](https://www.sba.gov/business-guide/grow-your-business/export-products) (<https://www.sba.gov/business-guide/grow-your-business/export-products>)
- [Foreign Currency Markets/Exchange Rates Video and Quiz, National Council on Economic Education](https://www.econedlink.org/resources/foreign-currency-markets-exchange-rates-video-and-quiz/) (<https://www.econedlink.org/resources/foreign-currency-markets-exchange-rates-video-and-quiz/>)
- [Lesson Plan: Exchange Rate Calculator, National Council on Economic Education](https://www.econedlink.org/resources/exchange-rate-calculator/) (<https://www.econedlink.org/resources/exchange-rate-calculator/>)
- [Lesson Plan: Exchange Rates, National Council on Economic Education](https://www.econedlink.org/resources/exchange-rates/) (<https://www.econedlink.org/resources/exchange-rates/>)
- [The World Factbook, U.S. Central Intelligence Agency](https://www.cia.gov/the-world-factbook/) (<https://www.cia.gov/the-world-factbook/>)

## Budgeting Marketing Efforts

- [Get More Funding, U.S. Small Business Administration](https://www.sba.gov/business-guide/grow-your-business/get-more-funding) (<https://www.sba.gov/business-guide/grow-your-business/get-more-funding>)
- [Manage Your Finances, U.S. Small Business Administration](https://www.sba.gov/business-guide/manage-your-business/manage-your-finances) (<https://www.sba.gov/business-guide/manage-your-business/manage-your-finances>)

## Examining the Organizational Structure

- [Hire and Manage Employees, U.S. Small Business Administration](https://www.sba.gov/business-guide/manage-your-business/hire-manage-employees) (<https://www.sba.gov/business-guide/manage-your-business/hire-manage-employees>)

- [Stay Legally Compliant, U.S. Small Business Administration](https://www.sba.gov/business-guide/manage-your-business/stay-legally-compliant) (<https://www.sba.gov/business-guide/manage-your-business/stay-legally-compliant>)
- [Understanding Conflict in the Workplace by Julie Gatlin, Allen Wysocki, and Karl Kepner, University of Florida Extension](http://edis.ifas.ufl.edu/HR024) (<http://edis.ifas.ufl.edu/HR024>)

## Developing a Career

- [Lesson Plan: Dynamic Decision Making, National Council on Economic Education](https://www.econedlink.org/resources/dynamic-decision-making/) (<https://www.econedlink.org/resources/dynamic-decision-making/>)
- [Summary Report for Marketing Managers, O\\*NET OnLine](http://online.onetcenter.org/link/summary/11-2021.00) (<http://online.onetcenter.org/link/summary/11-2021.00>)
- [Women-Owned Businesses, U.S. Small Business Administration](https://www.sba.gov/content/women-owned-businesses) (<https://www.sba.gov/content/women-owned-businesses>)

## Case Studies and Additional Resources

- [Marketing: Marketing Strategy for a Community Market](#)
- [Marketing: Marketing the Entrepreneurial Spirit in an Economic Downturn](#)
- [Marketing: The Presentation Secrets of Steve Jobs](#)