

Quarter 2: Overview

Marketing Essentials

- **Weeks 10-12:** Introduction to Marketing
 - What is marketing and why it matters
 - The 4 Ps: Product, Price, Place, Promotion
 - Providing printing for colleagues and administration
- **Weeks 12-15:** Branding & Customer Service
 - Creating a brand identity for the print shop (logo, colors)
 - Communication skills and customer interaction role-play
 - Email etiquette
- **Weeks 16-18:** Marketing Tools & Strategies
 - Designing flyers and posters.
 - Planning a small promotional event
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STEELS Standards:

1.1.9.B: Identify community roles and jobs (Social Skills)

2.1.9.A: Communicate for a variety of purposes (English Language)

5.1.9.A: Demonstrate appropriate interpersonal skills (Social Skills)

Employment Skills: Understanding workplace roles and responsibilities

PA Alternative Standards:

1.1.9.B: Identify community roles/job types

5.1.9.A: Demonstrate interpersonal skills through role-play