Marketing

Course Syllabus

**Course Description:**

Marketing is the process of developing, promoting, and distributing products in order to satisfy customer’s needs and wants. We experience marketing principles and techniques daily. This course will enable you to understand and apply marketing, management, and entrepreneurial principle; to make rational economic decisions; and to exhibit social responsibility in a global economy.

Students will explore the basic functions of marketing: pricing, promotion, product planning, and place/distribution: the marketing mix. The curriculum provides the foundational skills and knowledge in economics, communications skills/interpersonal skills, professional career development, business, management, and entrepreneurship. Application of academic concepts and technology are integrated throughout the curriculum.

**Course Competencies:**

* Understand the selling concepts and actions needed to determine client needs and wants and respond through planned, personalized communications that influences purchase decisions and enhances future business opportunities
* Understands the promotion concepts and strategies needed to communicate information about products, services, images, and /or ideas to achieve a desired outcome
* Understands the channel management concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.

**Course Scope and Sequence:**

Unit 1—The World of Marketing

* Marketing is All Around Us—Chap 1
* The Marketing Plan—Chap 2

Unit 5—Selling

* Preparing for the Sale—Chp 12
* Initiating the Sale—Chp 13
* Presenting the Product—Chp 14
* Closing the Sale—Chp 15
* Using math in Sales—Chp 16

Unit 6—Promotion

* Promotional Concepts and Strategies—Chp 17
* Visual merchandising and Display—Chp 18
* Advertising—Chp 19
* Print Advertisements—Chp 20

Unit 7—Distribution

* Channels of Distribution—Chp 21
* Physical Distribution—Chp 22
* Purchasing—Chp 23
* Stock Handling and Inventory Control—Chp 24

Marketing Essentials ©2009 textbook will be the foundation of the course. However, many activities from other sources like Sports and Entertainment Marketing and Marketing and Math Essential Skills will be used. Various projects and activities will be incorporated into the curriculum.

**Grading** will be based on

* daily assignments
* quizzes
* group work
* unit and/or chapter tests and semester test
* article reviews
* special projects and presentations

**Grading Policy**:

All assignments are expected to be handed in **at the beginning of class time** on the due date. If an assignment is late, 5 points on small assignments and 10 points for large projects will be deducted for each day. A zero will automatically be given on the third day.

If you are ill, you will be given an extension on the due date the number of days you are absent from class. If you know in advance that you will be absent from class, assignments will be due before you leave unless I have approved other arrangements.

### Classroom Rules

All school rules and common courtesies of any classroom should be followed.

Bring your textbook, working papers, calculator, rulers, pen and a pencil to class each day.

No cell phone use unless directed by the teacher for classroom activity.

Upon entering the room each day, jumpstarts should be completed and homework out and ready to be handed in.

Computer use will be for accounting purposes only unless permission is given by the instructor for other uses.

Fill out the sign out sheets anytime you leave the classroom and ask for permission to use the restroom only at the very beginning or end of class unless there is an emergency.