

MARKETING

Tolleson Union High School District Course Syllabus

Department: Business/Marketing

Prerequisite: Word Processing

Course Overview:

The students will be exposed to marketing principles, practices, and issues. A study of marketing policy, strategy, marketing research, segmentation, the concept of marketing, its nature and how marketing affects our society will occur. Students will also write out a business plan. Students are also encouraged to join DECA, a student CTE marketing organization that allows participation in academic competitive events on a regional, state, and national level. Community projects will also be encouraged.

Course Objectives:

Students will define, discuss, and participate in learning marketing skills in the areas of: distribution, financing, marketing information, pricing, product planning, promotion, purchasing, risk management, selling, and employability. Students will also recall and summarize information / concepts alone or in a group. Apply skills and knowledge in a given context using critical thinking skills.

Recommended Sequence:

9 th grade	Word Processing and Career Exploration
10 th grade	Beginning Marketing
11 th grade	Advanced Marketing – Entrepreneurship
12 th grade	CTE Internship

Materials/Resources:

Textbook: "Marketing Essentials" Glencoe, McGraw Hill – Farese, Kimbrell, and Woloszyk 2009
Marketing Learning Activity Packets (LAP's), Columbus, Ohio 1990 to present.
Marketing Education Resource Center Materials
DECA International Marketing Competitive Events Materials
Current marketing events periodicals. Additional materials may be used as deemed necessary by the instructor.

Standards/Measurement Criteria Marketing, Management and Entrepreneurship Entrepreneurship (Option D) CIP No. 52.1800

*These state standards are taken from the Arizona Tech Prep website, CTE Delivery System, Career Prep Preparation. Program name: Marketing, Management and Entrepreneurship. These state standards are designed to be delivered in a sequence of courses.

- *1.0 EXPLORE A CAREER PLAN IN THE FIELD OF MARKETING
- *2.0 PRACTICE PRACTICAL JOB SEARCH SKILLS FOR THE MARKETING PROFESSION
- *3.0 IDENTIFY EMPLOYABILITY SKILLS RELEVANT TO THE MARKETING PROFESSION
- *4.0 ANALYZE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR
- *5.0 PRACTICE COMMUNICATION SKILLS NEEDED IN A MARKETING ENVIRONMENT
- *6.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY CAREER AND TECHNICAL STUDENT ORGANIZATIONS SUCH AS DECA
- *7.0 EXPLORE TECHNOLOGY TOOLS TO SUPPORT MARKETING OPERATIONS
- *8.0 PRACTICE CRITICAL THINKING, PROBLEM SOLVING AND DECISION MAKING SKILLS APPLICABLE TO MARKETING
- *9.0 PRACTICE SAFE WORKING PROCEDURES FOR THE MARKETING PROFESSION
- *10.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE MARKETING PROFESSION
- *11.0 EXPLORE ECONOMIC PRINCIPLES RELATED TO MARKETING
- *12.0 CREATE DIGITAL MEDIA PRODUCTS REQUIRED IN A MARKETING WORKPLACE

- 13.0 DEVELOP AN INDIVIDUAL CAREER PLAN FOR THE MARKETING PROFESSION
- 14.0 PREPARE FOR EMPLOYMENT IN THE MARKETING FIELD
- 15.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES IN THE MARKETING FIELD
- 16.0 DEMONSTRATE ORAL COMMUNICATIONS SKILLS FOR THE MARKETING FIELD
- 17.0 DEMONSTRATE WRITTEN COMMUNICATIONS SKILLS FOR THE MARKETING FIELD
- 18.0 EVALUATE THE ROLE OF A MARKETING BUSINESS IN THE ECONOMY
- 19.0 DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES
NEEDED FOR MARKETING ENTREPRENEURS
- 20.0 EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE MARKETING WORKPLACE
- 21.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED
BY THE CAREER AND TECHNICAL STUDENT ORGANIZATION DECA
- 22.0 EXPLAIN FUNDAMENTAL BUSINESS, MANAGEMENT AND
ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING
- 23.0 CULTIVATE CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS
- 24.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING
- 25.0 APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER
EXPLORATION, DEVELOPMENT, AND GROWTH
- 26.0 EXPLAIN THE CONCEPTS AND PROCESSES ASSOCIATED WITH
DISTRIBUTION
- 27.0 ANALYZE THE FINANCIAL CONCEPTS USED IN BUSINESS DECISIONS
- 28.0 EXAMINE CONCEPTS, SYSTEMS AND TOOLS NEEDED TO MANAGE
MARKETING INFORMATION
- 29.0 DETERMINE PRICING STRATEGIES TO MAXIMIZE RETURN AND MEET
CUSTOMER PERCEPTIONS OF VALUE
- 30.0 EXPLAIN THE MANAGEMENT OF A PRODUCT/SERVICE MIX IN RESPONSE
TO MARKET TRENDS AND OPPORTUNITIES
- 31.0 SELECT ADVERTISING AND PROMOTION STRATEGIES TO COMMUNICATE
INFORMATION
- 32.0 CRITIQUE SELLING CONCEPTS

Evaluation Procedures: Students will receive points for completion of course requirements. The points earned during the semester will be added together and computed into a percentage. The semester grade is based on the quarter grades and the final exam grade. The percentage is given a letter grade according to the following scale.

Grading Scale:	A --	100-90%	-- Mastered
	B --	89-80%	-- Exceeded
	C --	79-70%	-- Attained
	F --	69-0%	-- Unattained

Discipline, attitude, and attendance are factors that contribute to a positive working environment and will be considered in the grade at the Instructors discretion for plus or minus points. Some lectures/activities cannot be repeated because of the nature of the activities. Students are responsible for missed work and will work with instructor for missed assignments.

June 2009
Peacock/Vialpando/Moore