



Marketing Principles

Course Description: Marketing Principles introduces students to basic marketing concepts. Course content includes general marketing principles of product planning, production, distribution, pricing, and promotion. Every business needs someone to market their products. Learn from the ground up about marketing and also learn how to create a window display, sell, and create a package.

Attendance: Students are required to be in school every day. Students are responsible for communicating with their teachers to make-up for missed learning.

Essential Skills:

1. Students will understand marketing, career opportunities, planning & foundation of marketing-information management.
2. Students will understand selling, customer relations & product management.
3. Students will understand product/service management, pricing & channel.
4. Students will understand promotion, marketing-information management & selling.

Course Expectations: Although not everything is graded, everything is important. In order to demonstrate growth and learning, students will need to:

1. Participate in class activities (take notes, work in a group, complete in class tasks, ask questions) without distractions (cell phones, games, etc.)
2. Use morning time and the teacher to seek help outside of class when needed.
3. Complete all assessments within teacher timelines.
4. Explore and test a marketing plan of a product/service or business of their choice.
5. Work with a group to determine the best marketing plan of action.

Grading

Learning (Practice) includes instructional activities in and outside of class and are not used in grade determination.

Skyward Assessment (Grades) may include quizzes, labs, learning checks, tests, speeches, performances, and project

Final Grade	
A	100% - 90%
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	0% - 59%

Calculations:

Final Grade Calculation	
Cumulative Grade	95%
Final Exam(s)	5%

Central High School Courses:

- Will determine grades based on student performance and growth.
- Will not include practice and behavior in grade determination.
- Will give all students regardless of absence an opportunity to demonstrate learning.
- Will not include extra credit.

Instructional Resources:

Computer with Internet Access

Headphones

Course Calendar/Pacing:

UNIT 1: Introduction to Marketing

Understand marketing's role and functions in business to facilitate economic exchanges with customers.

UNIT 2: Business Economics & Marketing

Understand marketing's role and functions in business to facilitate economic exchanges with customers.

UNIT 3: Careers in Marketing

Understand career opportunities in marketing to make career decisions.

UNIT 4: Markets & Market Segmentation

Employ marketing-information to develop a marketing plan.

UNIT 5: Marketing Information Management

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

UNIT 6: Selling

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

UNIT 7: Customer Service Management

Foster positive relationships with customers to enhance company image.

UNIT 8: Pricing & Promotion

Develop a foundational knowledge of pricing and promotion to understand their role in marketing.

UNIT 9: Channels of Distribution

Acquire a foundational knowledge of various channels of distribution and to understand their role in marketing.

Unit 10: Marketing Research

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.