

Syllabus

RCAS Policies/Procedures

Students will be required to follow all RCAS policies and procedures. To view the RCAS High School Student Handbook, click [handbook](#).

Course Description

Marketing Principles introduces the student to the basic concepts of modern marketing. Course content includes general marketing principles of product planning and production, distribution, pricing and promotions

Grading

A 90-100

B 89.99-80

C 79.99-70

D 69.99-60

Textbook

None

Reading

None

Optional Reading

None

Instructional Resources

Stukent Marketing curriculum

Essential Questions

Students will be assessed on their ability to: • Participate in a Retail Marketing Simulation and complete each module with proficiency.

Students will be assessed on their ability to: • Analyze a case study to determine how supply and demand affects pricing, and create a brochure.

Students will be assessed on their ability to: • Using a given product, determine the best way to segment that market.

Students will be assessed on their ability to: • After conducting primary and secondary research, create and analyze a survey, and digitally publish the results.

Students will be assessed on their ability to: • Facilitate a panel discussion that analyzes Marketing objectives and standards

Essential Learning Intentions

INDICATOR #MP 1: Students will understand and classify the fundamental concepts of marketing. SUB-INDICATOR 1.1 (Webb Level: 1 Recall): Define the marketing process and the involved stakeholders SUB-INDICATOR 1.2 (Webb Level: 1 Recall): Define marketing concept SUB-INDICATOR 1.3 (Webb Level: 2 Skill/Concept): Understand different marketing functions within the organization and their associated careers SUB-INDICATOR 1.4 (Webb Level: 2 Skill/Concept): Indicate the importance of ethical marketing SUB-INDICATOR 1.5 (Webb Level: 3 Strategic Thinking): Explain marketing and its importance in a global economy SUB-INDICATOR 1.6 (Webb Level: 2 Skill/Concept): Understand the difference between business-to-consumer and business-to-business marketing

INDICATOR #MP 2: Students will understand the relationships among product, price, promotion, and distribution. SUB-INDICATOR 2.1 (Webb Level: 2 Skill/Concept): Explain the promotional mix, its concepts and strategies SUB-INDICATOR 2.2 (Webb Level: 2 Skill/Concept): Distinguish factors involved in price planning SUB-INDICATOR 2.3 (Webb Level: 3 Strategic Thinking): Analyze product planning and development SUB-INDICATOR 2.4 (Webb Level: 2 Skill/Concept): Identify and evaluate the channels of distribution

INDICATOR #MP 3: Students will understand market segmentation and targeting. SUB-INDICATOR 3.1 (Webb Level: 1 Recall): Define market segmentation and target marketing SUB-INDICATOR 3.2 (Webb Level: 2 Skill/Concept): Understand various ways used to segment a market SUB-INDICATOR 3.3 (Webb Level: 3 Strategic Thinking): Identify potential target markets for various products and services

INDICATOR #MP 4: Students will understand the concept of marketing research and how it relates to marketing. SUB-INDICATOR 4.1 (Webb Level: 2 Skill/Concept): Identify the importance and purpose of marketing research SUB-INDICATOR 4.2 (Webb Level: 2 Skill/Concept): Differentiate between primary and secondary data SUB-INDICATOR 4.3 (Webb Level: 2 Skill/Concept): Differentiate between qualitative and quantitative research SUB-INDICATOR 4.4 (Webb Level: 2 Skill/Concept): Discuss the role of data analysis and quantitative analytics within marketing.

INDICATOR #MP 5: Students will evaluate marketing objectives and strategies. SUB-INDICATOR 5.1 (Webb Level: 1 Recall): Identify marketing goals and objectives SUB-INDICATOR 5.2 (Webb Level: 3 Strategic Thinking): Analyze current successful and unsuccessful examples of marketing activities SUB-INDICATOR 5.3 (Webb Level: 4 Extended Thinking): Evaluate marketing decisions from the perspective of marketing managers