

BUSINESS DEPARTMENT

Marketing

COURSE NO: 06020

LENGTH: 40WKS.

GRADE LEVEL: 9 – 12

CREDITS: 1.00

COURSE DESCRIPTION & OBJECTIVES:

This course introduces students to the important role that marketing plays in our economic system and the world of business. Content revolves around the basic marketing functions which include: finance, risk management, selling, promotion, pricing, purchasing, market information management, product/service/idea planning, advertising and distribution. There is also a special focus on sports and entertainment marketing at this is one of the fastest growing segments within the world of marketing.

INSTRUCTIONAL PROCESSES & MATERIALS:

This course provides students with a comprehensive study of the nine marketing functions. The study of the marketing functions include lecture, case studies, international case studies, as well as moral and ethical issues found within today's ever changing economy. Chapter work includes relevant and current literature in regard to the topic of study and workbook activities. Each chapter is concluded with an objective test as well as a project which offers the integration of learned concepts with real world, realistic applications. These projects use a variety of software. Sample software learned and utilized for these projects include MS Access, MS Excel, MS Publisher, MS Power Point. (Due to the comprehensive nature of such projects, they are weighted the same as the objective test.)

A final project utilizes skills and concepts learned to create a comprehensive, advertising/marketing plan for a business of their choice. This includes development of product line, prices, logo, motto, letterhead, business card, company brochure, full color ad, customer database, inventory/ordering spreadsheet, customer invoice, etc.

Materials:

Text: Marketing Essentials, Glencoe 1997

Workbook Materials

Various Software (mentioned above)