



## MARKETING II

### Standards

- Understand fundamental marketing principles.
- Understand market research.
- Understand components of a marketing campaign.
- Students will learn how to organize and promote a marketing pitch.

### Performance Objectives

- Create a marketing plan.
- Organize and promote a marketing pitch.
- Deliver a presentation which includes an attention-getting introduction, main points, and a call to action.
- Demonstrate the ability to work with others.