



Syllabus: Marketing & Sales

Course Overview:

What do Apple, ESPN, Twitter, Google, and Nike have in common? They are all successful marketers! Learn the skills and methods that have helped these companies and celebrated brands!

Department: Business, Marketing & IT	Instructor: Mr. Graham
Course Number: MRK1010	Required Materials: Notebook, folder, and writing utensil
Credits Earned/Length of Course: .5 credit/Semester Course	Office Hours: Mondays from 11:45-12:20
Prerequisites: None	Instructor Contact Info. Email: dgraham@madison.k12.wi.us
Other: MATC Dual Credit	

Common Core Standards for Literacy

- [Common Core State Standards for Literacy in All Subjects](#)
- [Common Core State Standards for Mathematics -- Standards for Mathematical Practice](#)
- [Wisconsin Common Career Technical Core Standards](#)
- [Wisconsin Standards for Business and Information Technology](#)
- [Wisconsin Standards for Marketing, Management and Entrepreneurship](#)

Course Assessment(s):

- Projects
- Quizzes
- Presentations

Course Outline:

Unit 1 Marketing Yourself - 2 Weeks



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Essential Question

- How can being able to market yourself help you find employment?

Sequence of focus lessons

- Knowing where to search and evaluate which career is best for you
- Expectations before, during and after the interview
- Resume, Cover Letter & Application

Unit Assessment

- Resume

Unit 2 Introduction to Marketing Functions - 2 Weeks

Essential Questions

- How can the 5-utilities help a business be successful?
- How can the 7-functions help a business be successful?

Sequence of focus lessons

Identify Functions

Identify and explain different types of utilities

Unit Assessment

- 5 Utilities Project
- Quiz

Unit 3 Market Planning - 1 Week

Essential Questions

- How does a business identify and communicate with its target market?
- What value does the marketing mix provide to a business?

Sequence of focus lessons

- Explain the concept of marketing
- Identify the difference between a customer and consumer as well as good and bad service
- Identify the steps in conducting a SWOT Analysis
- Identify target market (best consumer for your products;/services)
- Identify elements of the marketing mix

Unit Assessment

- SWOT Analysis
- Role Play

Unit 4 Market Research - 2 Weeks



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Essential Questions

- Why do you need to evaluate a questionnaire before administering it?
- What makes an effective survey?

Sequence of focus lessons

- Understand primary and secondary data sources
- Understand the concept of differential research
- Understand the difference between quantitative and qualitative research

Unit Assessment

- Survey/Analysis Project

Unit 5 Product Service Mgmt - 2 Weeks

Essential Questions

- Illustrate the four parts of the product life cycle? - describe the focus of each
- List the steps in new product development
- Explain how the value of branding has influenced you to purchase certain items

Sequence of focus lessons

- Understanding product mix
- Identify product lines, width, depth and items
- 7-steps of new product development
- Phases of the product life cycle
- Research and Development

Unit Assessment

- Game Board Creation Project
- Role Play

Unit 6 Pricing - 1 Week

Essential Questions

- What are the three types of competition?
- How does the value of price change with the different products being sold?
- Why is pricing one of the most important P's?

Sequence of focus lessons

- Gaining market share
- Establish market position
- Maximizing ROI
- Understand how to price a product
- Pricing perceptions (psychology)
- Understand how government regulation, supply and demand affect price
- Calculate prices, profits, losses, margins and discounts



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Unit Assessment

- Pricing Project
- Role Play

Unit 7 Distribution - 1 Week

Essential Questions

- What are the three types of distribution intensity?
- How have companies been unethical with the use of global labor?
- What are the two types of retailers you shop at the most and why do you shop there the most?

Sequence of focus lessons

- Direct vs. indirect distribution
- Channel intensity
- Different channels and value
- The 8-functions of wholesaling

Unit Assessment

- Quiz
- Role Play

Unit 8 Promotion - 3 Weeks

Essential Questions

- What is the role of promotion as a marketing function?
- How do businesses manage promotional activities in order to maximize return?
- What are the elements of the promotional mix?

Sequence of focus lessons

- Identify the promotional mix
- Identify the different types of advertising and evaluate the effectiveness of each
- Advantages and disadvantages of advertising
- Identify ways businesses use positive community involvement
- Identify the reasons to use press releases
- Discuss how promotions can increase sales

Unit Assessment

- Ad Creation
- Role Play

Unit 9 Selling - 2 Weeks

Essential Questions



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- How do product features and benefits meet customer needs?
- How does the sales process and techniques enhance customer relationships and increase the likelihood of a sale?

Sequence of focus lessons

- Effective ways to approach the customer
- Understanding buying motives
- How to determine customer needs
- Ways to present the product
- Explaining features and benefits
- Handling questions and objections
- Recognizing buying signals and when to close the sale
- Using effective suggestive selling
- Building positive customer relationships

Unit Assessment

- Sales observation and presentation

Unit 10 Career Development/21st Century Skills - (Ongoing)

- How do the skills and knowledge I am learning in this class get applied within a job setting?
- How can I work with a team to develop an answer to a question or solution to problem?
- How I apply the skills that my future employers will value?