



Syllabus: Advanced Marketing

Course Overview:

Advanced Marketing is designed to expand the concepts of Marketing and Sales if you are interested in a marketing career. Classroom focus is group instruction with the opportunity to apply “real-life” situations to the real world while working with the school based enterprise and local business partners.

Department: Business, Marketing & IT	Department/Course Website (if applicable): Insert here
Course Number: MRK1020	Instructor: Mr. Graham
Credits Earned/Length of Course: 1 Credit/Year Long	Office Hours: Mondays from 11:45-12:15
Prerequisites: Marketing 1	Instructor Contact Info: Email: dgraham@madison.k12.wi.us
Required Materials: Notebook, folder, writing utensil	Other: MATC Dual Credit

Common Core Career and Technical Standards

- [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 Marketing, Management and Entrepreneurship](#)
- [Wisconsin Standards for Business & Information Technology](#)

Course Outline:

Unit 1: People

Chapters:

Chapter 1: Overview Of Marketing

Chapter 4: Marketing Ethics

Chapter 6: Consumer Behavior

Chapter 9: Segmentation, Targeting and Positioning

Essential Questions

1. In your own words, what is the definition of marketing?



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2. List and describe the 4 P's that we discussed in class.
3. Explain how ideas, goods or services create "value" for a customer.
4. Explain the difference between marketing and business ethics, give an example of each.
5. What are the 5 steps a consumer would go through in completing a large purchase?
6. Explain how Maslow's Hierarchy of Needs is important to purchasing a new product.
7. Describe the process of segmentation, targeting and positioning.
8. In your expert opinion, what is the best strategy for segmenting marketings, why?

Unit Assessment

Chapter Quizzes

Pink Marketing Project

Unit 2: Planning

Chapters:

Chapter 2: Developing Marketing Strategies and a Marketing Plan

Chapter 4: Marketing Environment

Chapter 10: Market Research

Essential Questions

1. Explain the importance of having a "sustainable competitive advantage" for a business. Give an example of a company who has this.
2. Explain why the four types of excellence are imperative to a functional business.
3. How are the four types of marketing segmentation used in marketing?
4. Who will use marketing research, describe its importance?
5. Give an example of an open ended question, closed ended question, and a scaled response question.
6. Why do you need to evaluate the questionnaire before administering it?
7. Explain the importance of matching target markets with the type of marketing research you are administering.

Unit Assessment

Quiz for each chapter

Fast Food Market Research Project

Unit 3: Price

Chapters:



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Chapter 14: Pricing Concepts for Establishing Value

Chapter 15: Strategic Pricing Methods

Essential Questions

1. How does the "value" of price change with the different product being sold?
2. List and describe the 5 C's of pricing.
3. Explain the theory of elasticity of demand.
4. Explain the three different types of price strategy.
5. What are different strategies business use to influence consumers?
6. What are two ethical pricing decisions?

Unit Assessment

Quiz for each chapter

Unit 4: Product

Chapters:

Chapter 11- Product, Branding and Packaging Decisions.

Chapter 12- Developing New Product

Essential Questions

1. How has the value of branding influenced your purchasing decisions?
2. How do changing product depth and breadth differ?
3. What are the important functions of a package (primary and secondary)?
4. What is the importance of a label? Which of the three do you see most often?
5. What are the advantages and disadvantages of being a pioneer in a new market?
6. What are the three primary reasons a company would decide to delete a product line?
7. What are the four parts of the product life cycle? What is the focus of each cycle?

Unit Assessment

New Beverage Project Assignment

Quiz for each chapter

Unit 5: Promotion

Chapters:

Chapter 19: Advertising, Public Relations and Sales Promotions.

Chapter 20: Personal Selling and Sales Management

Essential Question

1. What are disadvantages/advantages of different types of medias?



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2. What are three objectives of advertising?
3. What are different ways advertisers can appeal to consumers?
4. Describe the elements of a public relations kit?
5. What are different types of sales promotions?
6. What type of value does personal selling add?
7. What are the seven steps of the personal selling process?

Unit Assessment

Quiz for each chapter

Unit 6: Place

Chapters:

Chapter 16: Supply Chain and Channel Management.

Chapter 17: Retailing and Multichannel Marketing

Essential Question

1. How do supply chains add value?
2. What are the tasks of a distribution center?
3. What challenges are there with inventory management?
4. Explain the different types of channels for consumers/industrial systems?
5. Compare and contrast the three types of distribution intensity?

Unit Assessment

Chapter Quiz

Unit 7: 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?