



North Polk Community Schools Pacing & Course Description Guide



Grade Level: 9-12

Content: Marketing

Year: 2022-2023

Course Description/Rationale

The focus of this course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making.

Name of Unit	Time Frame	Essential Learning Target	Standard(s)
Unit 1: Intro to Marketing	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
Unit 2: Market Research	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
Unit 3: Branding	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.

