



*Fairfield Ludlowe High School
Fairfield Warde High School*

Grades 10 - 12

No Prerequisites

COURSE DESCRIPTION

This course provides a hands-on overview of key marketing concepts, tools, and methods of analysis and takes a practical approach to managing business affairs from a marketing perspective. The scope includes key elements of the marketing mix [product, price, promotion, distribution, people, process, and facilities, customer value and satisfaction, competitive analysis, marketing research, segmentation and targeting, branding and positioning, and consumer behavior.

COURSE OBJECTIVES

Through this course, students will learn the foundations of marketing, and connect their other courses of study to real-world applications.

UNITS OF STUDY

- Unit 1: Introduction to Marketing
- Unit 2: Promotions
- Unit 3: Brand, Product, and Service Management
- Unit 4: Promotions

COURSE POLICIES AND REQUIREMENTS

GRADING

Cumulative / In-Progress Grade:

- 90% will reflect the student's mastery of course content and skills on summative assessments
- 10% will reflect the student's progress on formative assessments, homework, and behavior

End-of-the-Year Grade:

- 90% will reflect the student's cumulative course grade through summative and formative assessments as described above
- 10% of the end-of-the-course grade will reflect the student's performance on the course final assessment

MATERIALS:

Google Classroom - Supplemental Materials
Marketing Essentials - Glencoe/ McGraw Hill

EXPECTATIONS OF STUDENTS:

The Fairfield Public Schools provide a safe learning environment. Our high school community, in collaboration with parents and other townspeople, fosters a society that recognizes and promotes the dignity and worth of the individual. We believe that meeting the diverse needs of all students will encourage lifelong learning and responsible citizenship.

EXTRA HELP:

Appointments for extra help or individual conferences can be prearranged during a mutual common free period or after school.