

Course Title: Practicum in Marketing

Overview:

Dive into the exciting world of marketing in our Practicum course! You will embark on a dynamic journey exploring market research, branding, advertising, and more, all while gaining hands-on experience through job experience. From learning about ethical marketing practices to unleashing their creativity in developing marketing plans for new ventures, students will discover the thrill of entrepreneurship and the latest industry trends. This class meets once per week. The remainder of the week you will report to your internship. Parents, rest assured that your teens will not only have a blast but also gain valuable skills and insights to shine bright in the ever-evolving marketing landscape. Join us for a marketing adventure like no other!

Essential Questions:

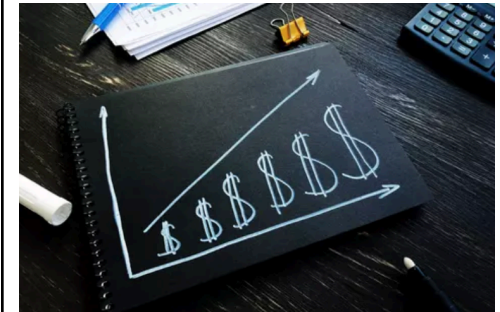
- Why is marketing important for businesses?
- How do marketing ideas affect how people buy things?
- Why do we need to study markets and how people behave as customers?
- How does splitting markets into groups help companies sell better?
- How do companies create products that people want to buy?
- Why is it important for companies to have a strong brand?
- How do companies make ads and promotions that grab people's attention?
- How can companies keep customers coming back by building good relationships?
- Why is it helpful to predict sales and check how well we are doing?
- What can we learn from following marketing experts at work?
- How do visits to real companies help us understand marketing better?
- Why is it important for marketers to be fair and follow the rules in their work?
- What do we need to include to make a good plan for marketing a new business, and how do we put it into action?
- What kinds of jobs can someone do in marketing, and how can students get ready for them?
- How can getting more skills and certifications help in finding a good job in marketing?

Unit 1: Introduction to Marketing (4 Weeks, 4 Days)

Unit 2: Market Research and Analysis (7 Weeks, 7 Days)

Unit 3: Product Development, Branding, Advertising, and Promotion (7 Weeks, 7 Days)

Unit 4: Sales and Customer Relationship Management (6 Weeks, 6 Days)



Focus:

In this exciting unit, you will examine the fundamental concepts of marketing, exploring the role of marketing in the business world and the importance of developing effective marketing strategies to reach target audiences. Get ready to dive into the dynamic world of marketing concepts and the essential elements of the marketing mix!

Focus:

You will embark on a thrilling journey delving into market research and analysis, where you will learn to identify target markets, analyze consumer behavior, and uncover market trends. From understanding market segmentation to conducting SWOT analysis, you will sharpen their analytical skills to make informed marketing decisions.

Focus:

You will have the opportunity to step into the shoes of marketing professionals through job experiences and industry site visits. By engaging with experts and engaging in real-world marketing practices firsthand, you will gain valuable insights and practical knowledge about the marketing industry.

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You will have the opportunity to step into the shoes of marketing professionals through job shadowing experiences and industry site visits. By engaging with industry experts and witnessing real-world marketing practices firsthand, you will gain valuable insights and practical knowledge about the marketing industry.

Transfer Goals:

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T1 - Demonstrate responsibility and respect through the treatment of people and equipment in a given network and/or professional environment. T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate. T3 - Compete in the marketplace through their training, experience, and certification (as appropriate) T5 - Leverage connections within and across given industries and careers to grow new opportunities T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards. T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.	T1 - Demonstrate responsibility and respect through the treatment of people and equipment in a given network and/or professional environment. T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate. T3 - Compete in the marketplace through their training, experience, and certification (as appropriate) T5 - Leverage connections within and across given industries and careers to grow new opportunities T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards. T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.	T1 - Demonstrate responsibility and respect through the treatment of people and equipment in a given network and/or professional environment. T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate. T3 - Compete in the marketplace through their training, experience, and certification (as appropriate) T4 - Develop a product, solution, or service that adheres to key parameters (e.g., cost, timeline, restrictions, available resources and audience). T5 - Leverage connections within and across given industries and careers to grow new opportunities T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards. T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.	T1 - Demonstrate responsibility and respect through the treatment of people and equipment in a given network and/or professional environment. T2 - Work to achieve a level of precision by honing techniques, skills, methods, and processes to create and innovate. T3 - Compete in the marketplace through their training, experience, and certification (as appropriate) T5 - Leverage connections within and across given industries and careers to grow new opportunities T6 - Demonstrate professionalism through exhibiting attentiveness, growing from feedback, continuing to make a good impression, and adhering to industry standards. T7 - Communicate effectively based on purpose, task, and audience using appropriate vocabulary and/or technology.
<u>Unit 5: Marketing Ethics, Legal Issues, Entrepreneurship, and Marketing Plan</u> (6 Weeks, 6 Days)	<u>Unit 6: Industry Trends, Career Exploration and Certification</u> (6 Weeks, 6 Days)		
			
Focus: You will explore the ethical and legal responsibilities in marketing practices, delve into entrepreneurial marketing strategies, and develop comprehensive marketing plans for new business ventures. From analyzing	Focus: You will discover the latest industry trends and explore exciting career opportunities in the field of marketing. From emerging trends in marketing to various job roles and professional development opportunities, you		

ethical considerations to crafting innovative marketing strategies, students will be equipped with the skills and knowledge to navigate the complex world of marketing with integrity and creativity.	will gain valuable insights into the diverse and dynamic world of marketing careers.		
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