



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

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Curriculum Profile: College Marketing

<u>Department</u>	Business Department	
<u>Course Name</u>	College Marketing	
<u>Course Length</u>	½ year	
<u>High School Credits</u>	.5 (if student receives C or higher can receive 3 college credits through Farmingdale University)	
<u>Description</u>	This half year course is designed to introduce and teach various concepts and terminology in marketing. Students will learn a plethora of topics within the course, such as management, international marketing, puffery, subliminal messaging, the marketing plan, demographics/psychographics/geographics. This course will give students the basic foundation of marketing and teach the core concepts and units. Students taking this course have an opportunity to earn 3 college credits through Farmingdale University, if a student receives a C or higher in the course.	
<u>Target/eligible students</u>	10-12	
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards	
<u>Primary texts and materials</u>	<i>Marketing Essentials</i> , Glencoe	
<u>Scope/Sequence</u>		
<u>Unit 1-World of Marketing</u>	1. 7 Core Functions 2. Marketing Concept 3. Marketing Mix 4. Target Market 5. Utility 6. Consumer and Industrial Markets 7. Market Share	
<u>Unit 2-The Marketing Plan</u>	1. SWOT Analysis 2. Customer Analysis (Demographics/Psychographics/Geographics) 3. Environmental Scan 4. Marketing Plan 5. Segmentation vs. Mass Marketing 6. 80/20 Rule 7. Disposable vs. Discretionary Income	
<u>Unit 3-International Marketing</u>	1. Global Business Etiquette 2. Corporate Culture 3. Global Perception of Color/Symbols/Logos 4. Marketing Mistakes Around the World 5. Marketing in the News 6. Creative Marketing Commercials and Ads	
<u>Unit 4-Deceptive Advertising and Puffery</u>	1. Objective Statements in Advertising 2. Subjective Statements in Advertising 3. Consumer Bill of Rights 4. Logos and Slogans 5. Logos with Hidden Meaning	

<u>Unit 5-Management Skills</u>	1. Business Leadership in the 21st Century 2. Types of management structures 3. Vertical Organization 4. Horizontal Organization 5. Basic Management Functions 6. Management Techniques 7. Recruiting/Orientation 8. Employee Performance 9. Remedial Action 10. Exit Interviews
<u>Additional Notes</u>	Farmingdale Course Registration site: https://admissions.farmingdale.edu/apply/