KIRKWOOD
SCHOOL DISTRICT

ADVANCED MARKETING AND INTERNSHIP

Approved by KSD Board of Education: (May 19, 2025)

Course Description:
Advanced Marketing and Internship offers students an immersive, hands-on experience in the world of marketing. Through a combination of real-world projects, client-based work, and competitive challenges, students will develop essential skills in marketing strategy, digital content creation, branding, and event promotion. This course emphasizes professional expectations, teamwork, and leadership while providing students with the tools to build a strong personal brand and a digital portfolio.

Grade Level: 11-12th Grade

Course Duration: Yearlong

Unit Scope and Sequence

Unit 1: Introduction to Kirkwood COLLAB and Professional Expectations
Unit 2: Fall Sports Marketing and Event Promotion
Unit 3: Integrated Marketing Campaign (IMC) Challenge
Unit 4: Professional Development and Digital Branding
Unit 5: Client-Based Marketing and Business Partnerships
Unit 6: DECA Preparation and Competition
Unit 7: Spring Campaigns and Event Management
Unit 8: Final Projects, Portfolios, and Exit Interviews

Course Enduring Understandings:

- Real-world marketing requires the integration of strategy, creativity, and adaptability across various platforms to effectively reach and engage target audiences.
- Professionalism, collaboration, and continuous self-development are essential for success in the marketing industry and in building a sustainable career.

Course Essential Questions:

- How do marketing strategies adapt to different platforms and audiences to ensure campaign success?
- In what ways do professionalism, teamwork, and personal branding contribute to long-term success in the marketing field?

ADVANCED MARKETING AND INTERNSHIP
Unit 1: Introduction to Kirkwood COLLAB & Professional Expectations

This unit introduces students to the Kirkwood COLLAB program, emphasizing the importance of professionalism, collaboration, and adaptability in the marketing industry. Students will learn the key expectations of the course, including leadership roles, team responsibilities, and the skills required to succeed in a professional marketing environment. They will participate in team-building activities to understand how collaboration and leadership contribute to a successful marketing campaign.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Real-world marketing experience requires professionalism, collaboration, and adaptability. • Successful marketing campaigns start with strong strategy and teamwork.	• What does it mean to work in a professional marketing environment? • How do collaboration and leadership impact a successful campaign?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Professionalism
  ○ Collaboration
  ○ Leadership
  ○ Strategy
  ○ Teamwork
  ○ Accountability
	• Demonstrate professionalism in all aspects of marketing work.
	• Collaborate effectively with peers to achieve marketing goals.
	• Assume leadership roles and contribute to team decisions.
	• Adapt to changing roles and responsibilities in a marketing setting.

ADVANCED MARKETING AND INTERNSHIP
Unit 1: Introduction to Kirkwood COLLAB & Professional Expectations

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ADVANCED MARKETING AND INTERNSHIP
Unit 2: Fall Sports Marketing and Event Promotion

In this unit, students explore the role of digital marketing and social media in promoting fall sports and building school spirit. They work in teams to develop marketing campaigns for specific fall sports, focusing on creating engaging content and executing promotional strategies to increase attendance and support for school events.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Social media and digital marketing play a crucial role in sports marketing. • Coordinated content strategies drive engagement and school spirit.	• How do marketers create engagement and hype around live events? • What role does digital content play in building a brand identity?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Social Media
  ○ Digital Marketing
  ○ Event Promotion
  ○ Content Strategy
  ○ Branding
  ○ Engagement
	• Develop and execute a social media marketing strategy for a specific fall sport, aligning content with school branding and spirit.
	• Create promotional materials (posts, videos, etc.) that generate excitement and engagement for sporting events.
	• Collaborate with the content scheduling team to ensure cohesive and timely event promotions.
	• Measure the success of promotional campaigns using analytics.

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Unit 3: Integrated Marketing Campaign (IMC) Challenge

This unit challenges students to create an integrated marketing campaign (IMC) across multiple platforms. Students engage in research and discovery to understand their target audience, develop creative strategies, and execute a cohesive campaign that integrates branding, content, and audience engagement. The unit culminates in a final campaign pitch, where students will present their strategies to stakeholders.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Integrated marketing campaigns require strategic thinking across multiple platforms. • A well-researched campaign connects branding, content, and audience engagement.	• How do different marketing channels work together to form a cohesive campaign? • What factors make an integrated marketing campaign successful?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Integrated Marketing Communications (IMC)
  ○ Cross-platform Strategy
  ○ Audience Segmentation
  ○ Branding
  ○ Content Creation
  ○ Campaign Execution
	• Use creative tools like graphic design and messaging to develop compelling content.
	• Present and pitch a final campaign to stakeholders.
	• Conduct research to identify target audiences and incorporate insights into a multi-platform marketing campaign.
	• Design creative and compelling marketing content that aligns with the campaign's branding and messaging.
	• Present a comprehensive, integrated marketing campaign that demonstrates the connection between strategy, design, and audience engagement.

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Unit 4: Professional Development and Digital Branding

Students learn the importance of personal branding and how to create a strong digital presence to enhance their careers in marketing. This unit focuses on optimizing LinkedIn profiles, developing a professional resume, and building a digital portfolio that showcases students' marketing projects and skills. Through hands-on workshops, students improve their professional image and prepare for future career opportunities.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Personal branding is critical for career advancement in marketing. • A well-crafted digital portfolio can showcase skills and experience effectively.	• How does LinkedIn help professionals market themselves? • What elements should a strong digital portfolio contain?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Personal Branding
  ○ Digital Portfolio
  ○ LinkedIn
  ○ Resume
  ○ Professional Image
  ○ Networking
	• Craft a professional resume tailored to a marketing career, emphasizing relevant experience and skills.
	• Build a personal brand that aligns with career goals.
	• Build and optimize a LinkedIn profile, focusing on professional achievements, skills, and career goals.
	• Design a digital portfolio that showcases marketing projects, demonstrating proficiency in key marketing competencies (e.g., branding, social media, content creation).

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ADVANCED MARKETING AND INTERNSHIP
Unit 5: Client-Based Marketing and Business Partnerships

In this unit, students partner with local businesses to create tailored marketing strategies that address real-world business needs. They collaborate with business owners to develop marketing solutions, execute campaigns, and assess results. This unit teaches students how to apply marketing principles to client-based projects and develop the problem-solving and communication skills needed in the industry.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Marketing strategies must be tailored to specific business needs and goals. • Working with real clients enhances problem-solving and critical thinking skills.	• How can marketing students provide real value to business owners? • What are the key challenges in executing a marketing strategy for a business client?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Client Relations
  ○ Business Goals
  ○ Marketing Solutions
  ○ Strategy Development
  ○ Branding
  ○ ROI (Return on Investment)
	• Evaluate the success of marketing campaigns based on client feedback and data.
	• Analyze a business client's goals and develop a tailored marketing strategy that aligns with their needs and objectives.
	• Design and execute a marketing campaign for a local business, considering factors such as target market, budget, and brand identity.
	• Present marketing solutions to business clients in a professional and persuasive manner, incorporating feedback for improvement.

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Unit 6: DECA Preparation and Competition

This unit prepares students for DECA competitions by providing opportunities to practice case study analysis, strategic thinking, and presentation skills. Students participate in mock competitions, receive feedback on their performance, and learn strategies to succeed in DECA events. This unit helps students build confidence and refine their marketing knowledge through real-world challenges.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Competitive marketing challenges build essential industry skills. • DECA competitions provide hands-on experience in strategic thinking and presentation.	• How do competitive events enhance marketing knowledge? • What strategies can help students succeed in DECA competitions?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ DECA
  ○ Competition
  ○ Case Study
  ○ Strategic Thinking
  ○ Presentation Skills
  ○ Problem-solving
	• Work collaboratively with peers to practice case study responses and improve presentation skills through constructive feedback.
	• Analyze feedback from practice sessions and make improvements.
	• Analyze case studies, identify key marketing challenges, and develop effective solutions for DECA competitions.
	• Prepare and deliver a clear, confident presentation of marketing strategies and solutions to a panel of judges.

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Unit 7: Spring Campaigns and Event Management

In this unit, students plan and execute spring sports campaigns, focusing on seasonal marketing strategies and event management. They work on engaging audiences through social media, coordinate event logistics, and measure campaign success. This unit teaches students how to adapt marketing strategies for different seasons and effectively manage live events to drive engagement and build brand awareness.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Seasonal marketing requires adaptability and fresh engagement strategies. • Event marketing involves coordination, timing, and audience targeting.	• What makes a seasonal marketing campaign successful? • How do marketers track and measure event success?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Seasonal Marketing
  ○ Audience Targeting
  ○ Event Management
  ○ Engagement Strategies
  ○ Metrics
  ○ Campaign Measurement
	• Plan and execute seasonal marketing campaigns for spring events.
	• Coordinate event logistics and social media strategies for maximum engagement.
	• Analyze campaign success using key performance indicators (KPIs).
	• Adjust marketing strategies based on audience feedback and data.

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Unit 7: Spring Campaigns and Event Management

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Unit 8: Final Projects, Portfolios, and Exit Interviews

The final unit allows students to showcase their marketing knowledge and skills through a comprehensive final project and portfolio. Students complete a marketing campaign project, reflecting on their achievements and areas for growth. The unit culminates in exit interviews where students discuss their career goals and how their experiences in the course have prepared them for future opportunities in the marketing field.

Unit Essential Learning Targets	
Enduring Understandings	***Essential Questions***
• Reflecting on past work helps identify strengths and areas for growth. • A strong portfolio showcases experience and marketable skills.	• What makes an effective final project in marketing? • How can students use their digital portfolio to secure future opportunities?
Students must know:	***Students must be able to:***

• Vocabulary
  ○ Final Project
  ○ Portfolio
  ○ Reflection
  ○ Career Development
  ○ Presentation
  ○ Interview Skills
	• Reflect on personal strengths and areas for improvement for future career advancement.
	• Complete a comprehensive final project that demonstrates marketing skills, strategic thinking, and campaign execution.
	• Submit a polished digital portfolio that showcases the breadth of marketing work completed during the course, highlighting key achievements.
	• Participate in an exit interview to discuss career aspirations, personal growth, and how the skills learned in the course apply to future opportunities.

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