

Marketing Course Syllabus

Course Description

This course develops student understanding and skills in areas such as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through three projects, students will acquire an understanding and appreciation of marketing activities using current technology.

Course Objectives

- **Credit:** 1 credit
- **Level:** Grades 10-12

Quarter 1 Student Competencies

1. Explain the goals of the Marketing I course.
2. Discuss classroom operations and procedures.
3. Discuss the purposes of CTSO and its activities.
4. Explain marketing and its importance in a global economy.
5. Describe marketing functions and related activities.
6. Explain employment opportunities in marketing.
7. Explain the concept of organized labor and business.
8. Explain marketing strategies and market identification.
9. Participate in group discussions.
10. Discuss consumer spending as an economic indicator.
11. Explain the nature and scope of selling and customer service.
12. Demonstrate a customer-service mindset.
13. Handle telephone calls in a businesslike manner.
14. Use time-management skills.
15. Explain factors influencing buying behavior.
16. Explain the nature of marketing plans and sales forecasts.

17. Handle customer/client complaints effectively.
18. Write business letters and persuasive messages.

Quarter 2 Student Competencies

1. Acquire product information for use in selling.
2. Select and use appropriate graphic aids.
3. Explain the use of brand names in selling.
4. Demonstrate negotiation skills.
5. Describe the nature of budgets.
6. Differentiate between consumer and organizational buying behavior.
7. Explain the selling process.
8. Develop rapport with customers.
9. Discuss the nature of customer relationship management.
10. Describe the nature of product bundling.
11. Coordinate channel management with other marketing activities.

Quarter 3 Student Competencies

1. Determine prospect's buying motives.
2. Facilitate prospect's buying decisions.
3. Demonstrate product solutions for prospect's needs.
4. Close the sale and negotiate sales terms.
5. Process retail sales documentation.
6. Explain the components of advertisements.
7. Discuss internal and external audiences for public-relations activities.

Quarter 4 Student Competencies

1. Explain the nature of a promotional plan.
2. Coordinate activities in the promotional mix.
3. Explain the impact of economic factors on business.

4. Discuss the nature of global trade and its impact.

Course Assessment

- **Final Exam:** Comprehensive assessment covering all topics.

Required Materials

- Pencil and Pen
- Daily Notebook
- School-Issued iPad

Grading Policy

- Grading will be based on points, with tests worth more than assignments.
- Weekly assignments will supplement points throughout the semester.

Late Work Policy

- Work must be turned in by the beginning of class. Late submissions will incur penalties:
 - 1st day late: 10% off
 - 2nd day late: 20% off
 - 3rd day late: 0 points (intervention options available).

Class Policies and Expectations

1. **Be Courteous:** Show respect and kindness towards classmates and teacher.
2. **Punctuality and Respect:** Arrive on time and be prepared for class.
3. **Creativity and Curiosity:** Be open-minded and explore new ideas.
4. **Helpful and Participative:** Engage actively and support peers.
5. **Leading and Listening:** Take initiative and listen attentively.
6. **Invest in Yourself:** Take responsibility for your learning.
7. **Prohibited in Class:** No cell phones, games, or improper use of iPads during lectures.

Course Schedule

- Structured around *Principles of Business, 9th Edition* by Dlabay, Burrow, and Kleindl.
- Real-life examples and role-play scenarios will be incorporated.
- Cover Chapters 1-6 and 10-13, followed by a Marketing-specific textbook.

Food and Drink Policy:

Food and drink are allowed in class with closed lids on beverages. Please utilize the first 15 minutes of class or work time for snacks.

Contact Information:

Students: Please email or stop by with any questions, I generally try to respond between 7AM to 7PM.

Parents: Please email with any questions, and I will be happy to set up a further phone call or meeting if needed.

Email: gklein@west-fargo.k12.nd.us

Closing:

Thank you for joining marketing class, let's have a great year!