

**#772 Marketing II**

**GRADES: 11 & 12**

**LEVEL: 2**

**CREDITS: 5**

**PREREQUISITES: A Grade of “C” or better in Marketing I (Course 762)**

**BASIC TEXT:** Business Principles and Management, SouthWestern, 1996

**SUPPLEMENTAL**

**READINGS:** Selected newspaper articles  
Selected case studies from text  
Selected articles from Web  
DECA case study/role plays

**REQUIRED MATERIALS:**

Daily newspaper access  
Computer/Internet access  
Computer software programs  
Notebook and writing implement

**COURSE DESCRIPTION:** Marketing II is an advanced course for retailing and marketing students who will focus on the problems and procedures in management. Students involved in this course will operate the school store as well as plan productions such as semi-formals dances as well as the annual DECA Fashion Show. DECA participation is highly recommended. This course is recommended for students thinking of a career in business marketing, retail marketing, financial management, financial planning, insurance, actuarial work, and marketing research analysis, travel & tourism, and sports & entertainment. (Prerequisite: A grade of “C” or better in Course 762)

**MISSION RELATED GOALS:** Academic excellence  
Intellectual curiosity  
Respect for others  
Self-confidence  
Foster communication  
Foster problem solving skills

**STUDENT EXPECTATIONS FOR LEARNING ADDRESSED:**Communicate effectively

Students will be able to communicate effectively by listening actively, reading, speaking and writing in addition to the use of technology.

Solve complex problems

Students will be able to solve complex problems through defining the problem, locating the appropriate sequences required to solve the problem, then verifying a reasonable solution to the problem. Students will also be able to demonstrate and apply a working knowledge of compare, contrast, infer, analyze, and evaluation concepts.

Work with others toward a common goal

Students will be able to work within a group setting in completing goals. Students will be able to display interpersonal skills, perform individual goals within the group to contribute to the completion of the groups goals, as well as being able to both peer and self assess each other.

**GENERAL PERFORMANCE OBJECTIVES:** Students will have an advanced knowledge and understanding of marketing and marketing concepts. They will be able to apply marketing concepts to several different selling activities. Students will have the opportunity to put their academic learning into a business situation in planning, organizing, and producing a student fashions show. Students will also be able to make oral presentations following a written research paper. Students will also obtain the necessary knowledge and understanding of marketing concepts and ideas to continue on with further education courses in marketing and business concepts at both the secondary and collegiate level of studies.

**MASSACHUSETTS FRAMEWORKS STRANDS:** No specific state framework strands listed for Marketing education.

**CURRICULUM FRAMEWORK LEARNING STANDARDS:**

- \* Demonstrate proficiency in all marketing concepts.
- \* Demonstrated proficiency in the use of computers.
- \* Demonstrates responsibility use of technology.
- \* Demonstrate ability in using technology for research, problem solving, and communication.

**UNITS AND THEMES:**

- Unit 1 – Business and Its Environment
- Unit 2 – Forms of Business Ownership and the Law
- Unit 3 – Information and Communication Systems
- Unit 4 – Production and Marketing Management
- Unit 5 – Financial Management
- Unit 6 – Human Resource Management
- Unit 7 – Management Responsibilities

## **UNIT AND THEMES:**

### Proprietorships & Partnerships

- \* Describe characteristics of successful entrepreneurs
- \* Outline responsibilities of owning your own business
- \* Know the advantages/disadvantages of proprietorships
- \* Know the advantages/disadvantages of partnerships
- \* Describe legal points to consider when selecting a name for a business

### Corporate Forms of Ownership

- \* Explain the basic features of a corporation
- \* Describe how a corporation is formed and organized
- \* List the major advantages/disadvantages of the corporate form of business
- \* Describe several specialized forms of business organizations

### Legal Aspects of Business

- \* Explain how federal laws help control and promote competition
- \* Tell how patents, copyrights, and trademarks are beneficial to business
- \* Offer examples of how the government protects the public
- \* Provide three methods used by state and local governments to regulate business
- \* Discuss the nature of taxes and the fairness of progressive, proportional, and regressive taxes
- \* Identify and explain the most common types of taxes that affect business

### Nature & Scope of Marketing

- \* Discuss the importance of marketing and its role in the economy
- \* List the activities that are a part of marketing
- \* Define basic marketing concepts and the four elements of the marketing mix
- \* Explain the four stages of the product life cycle
- \* Identify the consumer goods classification

## **UNIT AND THEMES (Cont.):**

### Product & Service Planning

- \* Identify several sources of ideas for new products
- \* Describe two categories of research used by business to develop new products
- \* Discuss the differences among manufacturing processes
- \* Suggest several important factors that should be considered when locating a manufacturing business and organizing the production process
- \* Identify the characteristics of services that make them different from products

### Distribution Planning Activities

- \* Describe how distribution is used to improve marketing of products.
- \* Explain the differences among common channels of distribution
- \* Discuss the important factors to be considered when selecting channels of distribution
- \* Describe the characteristics of major forms of transportation used to distribute products
- \* Give examples of product handling procedures that improve product distribution

### Purchasing and Pricing

- \* List four common purchasing decisions a Business must make
- \* Identify the steps involved in ordering and receiving merchandise
- \* Explain the major terms and discounts related to purchasing
- \* Describe five methods of establishing product prices
- \* Discuss three important purchasing and operating problems that result in higher prices

### Promotion

- \* Identify the two major methods of promotion and three other promotional methods used by businesses
- \* Describe the five categories of advertising media and give examples of each
- \* Discuss how cost and timing affect the management of promotion
- \* Explain the parts of the selling process and how each is used to help customers make effective buying decisions

## **UNIT AND THEMES (Cont.):**

### Promotion (Cont.)

- \* List promotional methods businesses can use to have an immediate impact on sales
- \* Identify the types of penalties that can be applied to businesses that violate laws and regulations in their advertising

### Financing a Business

- \* Distinguish between owner capital, retained earnings, and creditor capital
- \* Describe three types of stock and explain how common stock differs from preferred stock
- \* List and discuss three sources of short-term and long-term creditor capital
- \* Describe bond terms, types of bonds, and how bonds differ from common stocks
- \* Discuss why and when capital might be needed and how it might be obtained

### Financial Services

- \* Distinguish between banks and nonbanks and the services provided by each
- \* Describe the impact of computers on banking
- \* Compare and select various types of investment instruments
- \* Identify practices related to the use of checks and other negotiable instruments
- \* Describe types of loans and practices related to obtaining a loan
- \* Discuss past and present changes in the financial world

## **COURSE OUTLINE:**

<u>Semester I</u>		<u>Semester II</u>
Introduction to Course-Expectations	<b>Week 1</b>	CH: 12 Distribution Planning Act.
CH: 5 Proprietorships & Partnerships	<b>Week 2</b>	CH: 12 Distribution Planning Act.
CH: 6 Corporate forms of Ownership	<b>Week 3</b>	CH: 13 Purchasing and Pricing
CH: 7 Legal aspects of Business	<b>Week 4</b>	CH: 13 Purchasing and Pricing
CH: 7 Legal aspects of Business	<b>Week 5</b>	CH: 14 Promotion
CH: 10 Nature and scope of Marketing	<b>Week 6</b>	CH: 14 Promotion
CH: 10 Nature and scope of Marketing	<b>Week 7</b>	CH: 17 Financing a Business
CH: 11 Product and Service Planning	<b>Week 8</b>	CH: 18 Financial Services
CH: 11 Product and Service Planning	<b>Week 9</b>	CH: 18 Financial Services
Review and Give Mid Term Exam	<b>Week 10</b>	Review and Give Mid Term Exam

## **SUGGESTED INSTRUCTIONAL STRATEGIES:**

Teacher lectures  
Student discussions of materials  
Student lecture/teaching  
Interactive discussions  
Video presentations

## **SUGGESTED INTEGRATED ACTIVITIES:**

Fashion Show Preparation  
Stock Market Game  
Current Event Presentations  
Business Report Project  
DECA Conference participation

## **USE OF TOOLS/TECHNOLOGY:**

Computer Technology  
Internet/Web Research  
Microsoft Word  
Microsoft Excel  
Microsoft Power Point

**ASSESSMENT TECHNIQUES:**

All assessment follows the school wide rubric.

Written Tests  
Written Quizzes  
Written Reports  
Oral Presentations  
Class Participation  
Homework Assignments

Students **Term Grade** is to be determined to include the following breakdown

Test	40%
Quizzes	10%
Homework	20%
Participation	10%
Stock Market Game	5%
School Store	5%
Projects	10%
<b>Total</b>	<b>100%</b>

Students **FINAL Semester Grade** is to be determined to include the following breakdown

Term 1 Grade	40%
Term 2 Grade	40%
Mid Term Exam	10%
Final Exam	10%
<b>Total</b>	<b>100%</b>