

**#762 MARKETING I**

**GRADES: 11 & 12**

**LEVEL: 2**

**CREDITS: 5**

**PREREQUISITES:** None

**BASIC TEXT:** Marketing Essentials, Glencoe, 1992

**SUPPLEMENTAL**

**READINGS:** Selected Newspaper Articles  
Selected Case Studies from text  
Selected articles from Web

**REQUIRED MATERIALS:**

Daily newspaper access  
Computer-Internet Access  
Computers-Software programs  
Notebook and writing implement

**COURSE DESCRIPTION:** Marketing I is a beginning course for retail and marketing students. Topics stressed are retail-marketing concepts for employees, managers, and entrepreneurs. It is designed as an entry-level course for students who plan to enter the business world. Students taking this course have the opportunity to participate in DECA, an association of marketing students. 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.  
(Prerequisite: None)

**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 general knowledge of marketing and marketing concepts. They will be able to recognize and understand how marketing works and the effect that it has on their everyday life. 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 – The world of marketing
- Unit 2 – Economic Essentials
- Unit 3 – Business and Marketing essentials
- Unit 4 – Human resource essentials
- Unit 5 – Selling
- Unit 6 – Promotion

## **UNITS AND THEMES:**

### Marketing Is All Around Us

- \* Define and know the benefits of marketing
- \* Identify the nine functions of marketing
- \* Define economic utility
- \* Name and explain the five economic utilities

### Basic Marketing Concepts

- \* State the marketing concept
- \* Determine the difference between customers and consumers
- \* Describe what constitutes value for customers and consumers
- \* Define what constitutes a market
- \* Describe the ways to segment a market
- \* Explain how to construct a customer profile
- \* Identify the marketing mix and be able to explain the four marketing decisions that make it up
- \* Define positioning

### Our Free Enterprise System

- \* Identify the basic principles of a free enterprise system
- \* Explain the role of competition plays in the free enterprise system
- \* Discuss the importance of profit to the free enterprise system
- \* Describe the various roles government plays in our free enterprise system
- \* Explain the supply and demand theory

### World Economies

- \* Explain what an economy is
- \* Identify the factors of production necessary to create products
- \* List the three basic economic questions that must be answered by all economies
- \* Tell how command and market economies answer the three basic economic questions
- \* Explain why all economies are mixed
- \* Be able to explain/discuss Capitalist, Socialist, and Communist models of mixed economies
- \* List the goals of any economy
- \* Identify the measurements used to analyze and economy
- \* Describe the four phases of the business cycle

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

### Business and Social Responsibility

- \* Define and explain the basic functions of a business
- \* Discuss ways that businesses have social responsibility
- \* Define and discuss ethics
- \* Define and discuss consumerism
- \* Discuss the current trends going on in the workplace

### The Domestic Marketplace

- \* Define demographic, geographic, and psychographic trends in the United States
- \* Suggest products and marketing strategies that can reach the diverse segments within the market
- \* Explain the concept of derived demand
- \* List the six major types of businesses that comprise the industrial market

### The Global Marketplace

- \* Distinguish imports from exports
- \* Discuss the interdependence of nations
- \* Explain the advantages/disadvantages of international trade
- \* Discuss the U.S. balance of trade
- \* Discuss the three types of trade barriers
- \* Explain the different forms of trade supports
- \* Discuss the major agreements governing world trade today
- \* Explain business activities involved in international trade

### Communication Skills

- \* Explain the six primary elements of communication
- \* Describe how to arrange the setting for a business meeting
- \* Discuss three block to listening with understanding
- \* Explain three skills that help you read with understanding
- \* Describe the three most common purposes for speaking
- \* List the four basic patterns for organizing a formal speech
- \* Define parliamentary procedure and its purpose

- \* Explain the three basic considerations in writing

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

### Interpersonal Skills

- \* Explain the importance of understanding others
- \* Discuss the personal traits that can help you be more effective in relationships with other people
- \* Identify the three personal skills to master for successful interpersonal relations in the business world
- \* Describe how interpersonal skills may be used in marketing
- \* Explain the importance of teamwork in the business world
- \* Discuss six aspects of successful teamwork

### Management Skills

- \* Define horizontal and vertical organizations
- \* Identify the three levels of management
- \* Explain how self managing teams work
- \* Discuss the three functions of management
- \* Identify the management techniques used by effective managers
- \* Explain how to motivate employees through a system of rewards

### What is Selling

- \* Define selling and state its goals
- \* Explain feature benefit selling
- \* Identify sources of product information
- \* Discuss how customers make buying decisions
- \* Distinguish different types of sales positions
- \* Identify the characteristics of effective salespeople

### The Sales Process

- \* List the eight steps of a sale
- \* Explain how salespeople find customers
- \* Describe how the pre-approach is used in industrial and retail sales
- \* Explain the importance and purposes of the approach in the sales process
- \* Describe how industrial sales representatives conduct the initial sales approach
- \* List the three approach methods retail sales people use and state when it is appropriate to use each other

## **COURSE OUTLINE:**

<u>Semester I</u>		<u>Semester II</u>
Introduction to Course-Expectations	<b>Week 1</b>	CH: 6 The Global Marketplace
CH: 1 Marketing Is All Around Us	<b>Week 2</b>	CH: 7 The Global Marketplace
CH: 2 Basic Marketing Concepts	<b>Week 3</b>	CH: 7 The Global Marketplace
CH: 2 Basic Marketing Concepts	<b>Week 4</b>	CH: 9 Communication Skills
CH: 3 Our Free Enterprise System	<b>Week 5</b>	CH: 11 Interpersonal Skills
CH: 4 World Economies	<b>Week 6</b>	CH: 12 Management Skills
CH: 5 Business and Social Responsibility	<b>Week 7</b>	CH: 12 Management Skills
CH: 6 The Domestic Marketplace	<b>Week 8</b>	CH: 13 What is Selling
CH: 6 The Domestic Marketplace	<b>Week 9</b>	CH: 14 The Sales Process
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	10%
<u>Projects</u>	<u>10%</u>
<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%
<u>Final Exam</u>	<u>10%</u>
<b>Total</b>	<b>100%</b>